

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTiCKS NY®

JUN
2015
#98

FREE

Healthy Diet in Japan

featuring Kinako,
Wakame, and Goma



*Beauty Products
Developed in Japan*

SPECIAL REPORT

Nicole Barnensolo
(Baker, Founder of KYOTOFU)

www.chopsticksny.com

EQUITANCE™

The holistic approach
to bright, radiant skin

Reduces
the appearance of
dark spots
by 83%*



Discover brighter skin

Formulated with Linoleic acid, a natural ingredient derived from safflower seed oil, the Equitance skin care regimen visibly brightens dark spots and smooths uneven skin tone. Enriched with Japanese botanicals and using patented technology that delivers a continuous blend of ingredients to deliver radiant, flawless skin.



For a chance to WIN
1 of 100 FREE
TRIAL KITS valued at \$37

visit www.equitance-us.com
and subscribe to our newsletter with the
signup code CN515
on our website pop-up window.**

This offer expires
on 6/30/2015



FEATURES

Annual Beauty and Health Issue

08 The Cornerstones of the Healthful Japanese Diet: Kinako, Goma, and Wakame

Promised here are three important ingredients that have contributed to a healthful Japanese diet for centuries, and how you can incorporate them into the Western kitchen.

13 Beauty Products Developed in Japan

Health and beauty in Japan do not result only from the traditionally healthful Japanese diet, but are also aided by advanced technology.

14 KYOTO in New York

Beauty Products Inspired by Japanese Culture

18 Vegetarian Dishes, Japanese Style

—Where Veggie Lovers Should Go in New York

15 Beauty Guide

17 Health Guide

PEOPLE

02 NICOLE BERMENSOLI

Founder of KYOTOFU Bakery and acclaimed chef, Nicole Bermensoli, released her new book, ATODOU: Unique & Delicious Japanese Desserts (Running Press) in May, sharing recipes that anyone can re-create, KYOTOFU's signature sweet treats.

WHAT'S NEW

04 SWEET KIDS The Ultimate in Comfortable Kids' Clothing at BIZ'z Kids Store

FOOD Romeo Let's Incubator Finally Hatches

TRAVEL

44 Historical City Developed by Respected Leaders

Lined at the southern tip of Yamagata Prefecture, Yamagata City embraces its historic history of the Uesugi clan and shines it with all who visit.

FOOD

- 21 Tart Kitchen
- 22 Greenie Guide
- 24 Japanese Restaurant Guide
- 36 Asian Restaurant Guide

LIFESTYLE

- 48 Product Review: Kimono Laundry
- 49 Shop Guide
- 62 What in Earth: Japanese Culture View

EVENT ENTERTAINMENT LEISURE

- 67 Focus Boxes
- 68 Schoolwide
- 69 Japanese Crossword
- 70 Exhibition
- 70 Performance
- 70 Event
- 71 Happy endings



Cover
Pierre-Ponza

www.pierreponza.com

The theme for the cover of this month's issue, every product in Asia, reflects the summer heat. For those more about art, check out the article on page 47.

President / Publisher

Ritaore Smith

Editor in Chief

Melissa Kettner

Philanthropy

Eric Karmazin

Melissa Kettner

Matthew Pernici

Diane Smith

Jodi Sacks

Karen Williams

Production

Susan Spain

Art Director

Monica Kettner

Sales Manager

Monica Kettner

Sales Representative

Monica Kettner

Marketing

Monica Kettner

Media

Tonya Shultz



Published by Trend Pub NY LLC

40 Exchange Pl., #1000
New York, NY 10005

Tel: 212-421-0575

Fax: 701-421-0580

www.trendpubny.com

For Advertising Info:

Tel: 212-421-0529

E-mail: addept@trendpubny.com

(212) 421-0500 Trend Pub NY LLC

rights reserved. Reproduction

without permission is strictly

prohibited. Trend Pub NY LLC is not

responsible for any damage that may

occur to the contents made available

through CHOPSTICKS NY.

©2015 by Trend Pub NY LLC

Published by The No. 1 Japanese

life paper in North America





"If desserts are made with healthy ingredients, we can enjoy something small every day. The Japanese do!"

— NICOLE BERMENSOLO

KYOTOFOU Bakery was one of New York's favorite dessert spots, a legend on the sweets scene. However, its founder and acclaimed chef, Nicole Bermensolo, closed the business at the height of its popularity, choosing to focus her business on wholesale operations. Now, anyone can recreate Kyotofu's signature sweet treats, thanks to the scrumptious recipes and photographs in her new book, *KYOTOFOU: Uniquely Delicious Japanese Desserts* (Running Press). Bermensolo sat down to give Chopsticks NY a tasting.



NICOLE BERMENSOLO founded KYOTOFOU Bakery in 2006, one of the most popular bakeries in New York City. As business grew, Nicole closed the bakery in order to focus exclusively on her wholesale operation. She currently runs KYOTOFU and Haus Kitchens, selling her products nationwide. Nicole splits her time between New York and Los Angeles.

Congratulations on your book, Nicole! Please tell us what was your goal in writing the book and sharing your dessert recipe secrets?

The purpose of my entire culinary career has been to introduce Americans to Japanese ingredients and the Japanese philosophy around food and desserts.

The book is titled *KYOTOFOU: Uniquely Delicious Japanese Desserts*. What is the most unique dessert you've included in the book, and how difficult is it for readers to make? The most unique dessert is probably the annkoun — my take on a traditional Japanese favorite. It's time consuming and has a lot of steps, but it is not technically difficult.

The beauty of KYOTOFOU sweets is that you combine Japanese ingredients within the American sweets tradition. Are your innovative techniques easy enough for any home cook to implement?

Absolutely. These recipes are grand to be executed in a home kitchen. That's the whole purpose of the book! All recipes are straightforward and don't require pastry training.

Dessert is such a favorite part of any meal — you reveal that it can actually be healthy. That's wonderful, but how is it possible? Please explain.

Desserts can be healthy! The key is moderation — moderation in terms of sweetness and heavier ingredients, and integrating seasonal, natural fruits and flavors.

Your book highlights healthy aspects of the Japanese diet. Can you please describe the key healthy aspects, and how you use them to make delicious desserts?

The key to the Japanese diet is balance. To omit an entire class of food is bizarre to the Japanese. Instead, have smaller portions of fat, carbohydrates and vegetables—all in balance. I apply the same mindset to desserts.

If desserts contain healthy ingredients, can we eat those desserts more often? And if so, how often?

Absolutely! If desserts are made with healthy ingredients, we can enjoy something small every day. That's Japanese *do*!

Are there any Japanese ingredients that may be surprising to make dessert with?

Definitely! Ingredients like brown rice, miso, sesame, yuzu, and green tea are all surprising to make dessert with—but that's just the point—dessert shouldn't be all about chocolate, cream, and butter. You can integrate other, healthier ingredients for a healthier dessert. They are more interesting in terms of taste and texture, too.

Some of the Japanese ingredients might not be familiar to Americans and are even unavailable in the U.S.—can you give us a few examples? Any tips on how/where we can obtain these exotic ingredients?

Sure! Densai, yuzu, matcha and kanten are just a few. Fortunately, all are available in the U.S. via Japanese grocery stores or online. A lot has changed since I first became interested in Japanese cuisine 20 years ago!

Was it hard to narrow down your amazing repertoire to the 75 recipes you introduce in the book?

Yes. I had hundreds of recipes from seven years of operating the restaurant. I tried to choose recipes that home cooks could execute without too many special tools or techniques.

You built your career on Wall Street, but made a daring switch to the restaurant business. What motivated you to make such a risky career move?

My heart wasn't in my job on Wall Street; I kept thinking about what I wanted to do with my life.

I'm called back to Japanese cooking. I feel that I have a purpose in life to introduce aspects of Japanese cuisine to a wider audience.

When you opened KYOTORFU in 2006, it was a pioneer of healthy, restaurant desserts with a Japanese influence. How did you develop the concept and determine your signature flavors and combinations?

The concept was simply little bits of something things I had seen and tasted in Japan. In developing the concept, I tried to look at traditional Japanese flavors and ingredients in a new way.

KYOTORFU was very successful for many years, but you revealed that it was hard to keep the business going. Please share what was the hardest part about keeping New York customers interested and coming back for more?

New York customers weren't the hard part. For the most part, New Yorkers know good food and appreciate an earnest effort to make good food. Overhead in New York City, especially rent, is very prohibitive for a small food business.

Today, you're the pioneer of a different venture: Hana Kitchens, a bistro-style business located in California and New York. Please

describe the unique role of Hana Kitchens?

Hana Kitchens are modular kitchens dedicated to guiding food entrepreneurs through the building and scaling of all aspects of the food business. It's very exciting to help other people start and grow their food concepts!

You traveled to Japan several times to do research. What are the things and places that impressed you most, and why?

The most impressive place in Japan to me will always be Kyoto. The richness of its history—the centuries-old family food businesses, and the attitude and reverence shown to food is something very special. I have not seen any place else like Kyoto in my travels around the world.

What do you think are the next big Japanese ingredients that will make a splash in the American food market?

I'm really hoping to see shochu or Japanese distilled liquor make a bigger impact in the United States. It's so interesting, both as a drink and an ingredient. It can be distilled from a variety of things. I've had coffee shochu, sesame shochu, green tea shochu, sugar cane shochu...this list goes on and on!

—Interview by Julia Sotelo

KYOTORFU: Uniquely Delicious Japanese Desserts

By Nicola Beaumont
Running Press
May 2011
\$25.95 US/ \$34.95 CAN

The book introduces readers to the unique mix of healthy Japanese ingredients and American desserts that were pioneered by baker Nicola Beaumont at her award-winning New York bakery, KYOTORFU.

It presents seventy-five delicious recipes of both traditional Japanese desserts and exciting modern interpretations including Chocolade Yufuin Cupcake, Miso Chocolate Tart, Matcha Green Tomato, and Black Sesame Cassata Mousse. Each chapter focuses on an ingredient—like miso, soy, kinako, and pears—and, along with the recipes, discusses how it is made in traditional style in Japanese cooking and its health benefits. The ingredients that make these desserts truly unique and KYOTORFU provides a range of different sweet treats to showcase these unique Japanese products with familiar but innovative recipes you'll treasure for years to come.

KYOTORFU
Japanese Desserts with Healthy Twists



Top and middle photograph from KYOTORFU © 2011 Nicola Beaumont, Running Press, a division of the Penguin Books Group. Photos by Gisele Siqueira.



All Things New from Stores, Products to Events

SHOP/FASHION

The Ultimate in Comfortable Kids' Clothing at Bit'z Kids SoHo

Just as we are getting ready for warm weather, Japanese kids' wear brand Bit'z Kids has opened its third New York location in SoHo. The brand already offers fun, fashionable and functional clothing and accessories to active kids on the Upper West Side and in Tribeca, two neighborhoods with a nice residential and commercial balance. SoHo is a more fashionable and touristy area, however, and the new store attracts walk-in customers from all over the world.

Though the SoHo space is a bit smaller than the other Bit'z Kids locations, it is fully stocked with the brand's fun-filled signature items, original New York designs and premium lines. By the back-to-school season, there are plans to offer premium items that will be sold exclusively at the SoHo store. Also, until the end of June, the new store has a "photo booth"—known as gunkash in Japan and highly popular—a photo booth that allows customers to take four types of photos, with countless decorating options, and then print two sets of photo stickers. Try it with your children, friends and family in memory book format!

Until June 30, Chopstick's NY readers will receive a free photo booth session (regularly \$7) with no purchase required.

Bit'z Kids SoHo 33 W. Houston St., Bet. Mercer St. & W Broadway (New York, NY 10012) | www.bitzkidsny.com



Made with soft fabrics and elastic waist pants and shirts are some of Bit'z Kids signature items.



Limited-time offer: free fun with instant photo prints in Photo Booth



Bit'z Kids stands out not only because of its comfortable and cheerful feel but also because of its affordable price. You can buy an outfit in your kid-sized!

FOOD

Ramen Lab's Incubator Finally Hatches

Since January, Sun Noodle's Ramen Lab has delivered the goods an authentic ramen, and showcasing the company's acclaimed brand to a wider audience. But now they're ready to eat from their latest inspiration. Known as their "Incubator" series, their ten-seat outpost on Kimmage Street will host ramen pop-ups from all across the country to test their mettle in New York City's demanding dining scene.

Until early June, Noel Cruz and Misaki Takata of Ichiraku Ramen in Tampa, Florida will be serving up their regionally inspired dishes. Both chefs are New York City veterans, but recently grasped the opportunity to open Tampa's first ramen-only restaurant. Staying true to the spirit of ramen, they are utilizing popular Cuban culinary influences, along with abundant local ingredients (bananas, corn and Florida citrus).

Their three Ramen offerings are playful and delicious. Expect to be wowed by the Vegetable, which offers an artfully rich, meatless broth. Grilled shrimp in their Chayote adds a new dimension to the classic pork Tonkatsu. The Brothless Spicy Aboya-Soba, a deceptively simple marriage of perfectly cooked elements, is this writer's favorite. All feature crunch fresh ginger – an innovative twist that adds texture as well as flavor.

To think this is just the beginning? There's not much more to say, but Go!



Finally in action for ramenists that doesn't look like some where located?



The sunny spot will make that pasta velvety but their no-nonsense not to divine.



This is the kind of intimacy that makes Ramen Lab so true to Japanese ramen.

Ramen Lab 29 Kimmage St., Bet. Mott & Mulberry Sts. | New York, NY 10012 | Tel. 646-813-7602 | www.ramenlab.com

New

A Japanese Beauty Brand
ReFa
SCARAT



A Japanese Beauty Brand
ReFa
CARAT



Distributed by Oceans USA Inc. www.ReFaUSA.com tel: 1 (888) 455.9585 info@rfusa.com

Heritage Wellness

...for the *Whole* life



ACUPUNCTURE
MOXIBUSTION

DIET THERAPY
HERBAL MEDICINE

MEDITATION
TUINA MASSAGE

- * Allergies
- * Autoimmune Disorders
- * Cancer Care Support
- * Gastrointestinal Disorders

- * GYN / Infertility / Perinatal Support
- * Insomnia
- * Pain / Stress Management
- * Weight Control

ASTORIA * GRAMERCY * MANHASSET
888-982-8328

Annual Beauty and Health Issue

The Cornerstones of the Healthful Japanese Diet: Kinako, Goma, and Wakame

One of the attractive characteristics of Japanese food culture is its healthfulness, and the foundation of this culture was established a long time ago. Here, we present three important ingredients that have contributed to a healthful Japanese kitchen for centuries, and how you can incorporate them into the Western kitchen.



Beauty Products Developed in Japan

Health and beauty in Japan do not result only from the traditionally healthful Japanese diet, but are also aided by advanced technology. Here, we introduce products that help improve your skin from the inside and outside.

Kawaii in New York

Beauty Products Inspired by Japanese Culture

Vegetarian Dishes, Japanese Style

—Where Veggie Lovers Should Go in New York

Eat
Beauty Guide
Health Guide



The Cornerstones of the Healthful Japanese Diet: Kinako, Goma, and Wakame

The foundation of Japan's healthful diet was formed back in the days when there was neither electricity nor an established transportation infrastructure in Japan. People used local food sources and preserved food by fermenting and drying it. Even in modern days, this food culture remains strong. Here, we present three important ingredients contributing to a healthful Japanese kitchen:

Kinako: Source of Vegetable-Based Protein

Literally meaning "yellowish powder," *kinako* is made from soybeans, the same main ingredient in *tofu*, miso, and *soy sauce*. Just consider that, you can gather that it is nutritious—it has been eaten for centuries in Japan as a great source of vegetable-based protein. Particularly in old Japan, when protein did not come from soybeans played a huge role in the seasonal diet.

While other soybean-based products such as *tofu*, *edamame* (soy-fried tempeh), *soy milk*, *seki*, and *soyato* (fermented soybean) are mainly used in savory dishes, *kinako* has been used with sweets. *Kinako* is often dusted over mochi and *choco*(powdered iron) cake along with sugar and syrup, and it is also kneaded into dough for baked and fried sweets and *nemagashi* (dried sweets). *Kinako* adds a nutty, earthy flavor to sweets while taming excessive sweetness. *Zabuton*, *shokunin*-made *kinako* mochi, *anmitsu*-mochi, and *anago*-mochi are some examples of traditional *kinako* sweets. Today it is used in Western-style desserts, such as *roll cakes* and *ice cream*, and can also be mixed with milk or enjoyed in *kinako* spread on toast.



Steamed *mochi*: Mochi made from *soy starch* dusted with *kinako* (soybean flour, known as sugar) and topped with *kinako*.

Today, other varieties of *kinako* are available, including *darkkinako* (black bean powder) and *gomasio* (soybean or *kinakoboshi* (green soybean powder). They have slightly different nutritional values, but they are as healthful as standard *kinako*.

Goma (Sesame): Versatile Ingredient Dresses Up Dishes

Japan is one of many countries that value sesame seeds for their taste and health benefits. Called *goma* in Japanese, it has been part of a healthful diet for centuries in various forms: roasted, ground, mashed, squeezed (*tororo*), and made into paste. While most countries favor white sesame, Japanese eat black, white, and yellow/gold sesame for their different textures: black sesame for its nutty flavor for its sweettress, and yellow/gold for its flavor.



Goma (sesame) is often part of a simple *gyoza* (stuffed meat) or *udon* meal.

Common sesame dishes include *goma dofu* (tofu-like) and made with sesame and rice starch; *minzoku chihai* (goma or boiled vegetables dressed with a sesame-based sauce); *shiratake* (boiled vegetables dressed with a soy- and white sesame-based sauce); and *shabu-shabu* with *goma-dare* (sesame dressing). Sesame is also great in sweets and desserts—it can be a topping and coating for donuts and cakes and also mixed into ice cream and pudding. A few years ago in Japan, there was a black-sesame boom, and black sesame—along with dark chocolate and bamboo charcoal—was one of the key black ingredients.)



Black sesame pudding is a popular variation of *pudding* with a Western influence. Whole grain oats with black sesame rice starch and *sesame* pudding uses *sesame* milk, and *sesame* flour—a *sesame* nut substitute.

Wakame: Super Food with an Abundance of Minerals

You might have seen wakame at Japanese restaurants as a topping for miso soup and as a side dish for sushi and sashimi. Like kombu and nori, wakame is a type of seaweed that is rich in minerals and fibers with almost no calories. As opposed to thick, full-bodied kombu, wakame is leafy and has a thin delicate texture. Easy to dry, the super food has been eaten since the earliest days of Japan's Benin no tenno in a topping for miso soup and soup noodle dishes. Wakame is mainly enjoyed as a umeboshi (wakame dressed with a vinegar sauce), in salads and sautéed dishes. Sushi rolls with wakame, such as chicken candy carrots and cukes, are also popular these days.

Moheko, the stem part of wakame seaweed, has become increasingly popular because of its high nutritional value. Since it's not as thin as wakame it cannot be prepared as easily. When it's blanched and finely chopped, it turns sticky and thickens in texture to be like okra and mungo Japanese eat it paired over rice with a soy sauce-based dressing or in a side dish.

Today wakame is available fresh, dried, and cured in salt, all year round.

Beauty Products Using Wakame and Kombu

Seaweed including wakame and kombu is not only good to eat—it's moisturizing effects on skin and tendency to congeal into mucus is ideal for skincare and beauty products. Seaweed can also make hair water softer by changing the pH balance.



Dried wakame is easy to blend. Simply soak it in water for a few minutes, squeeze the excess water out, add it to your blender along with other ingredients you like. Some like to soak wakame in a variety of oil prior to blending, particularly if it's entirely dried (like a dried product, you can just add it to your soup while cooking).

Artist interview: Mori Hayami
Mori Hayami was the founder of *Biblio*, an expression that promotes local art, craft, and art acts. It also retains a perspective that introduces occasional lectures and selects food/drink available at local indie purveyors. She is also a copywriter, editor-in-chief, and founder and director for *Rebelz* literary series.



Kinako, Goma and Wakame Dishes in Western Style

Kinako and Goma Cookies

Ingredients: Makes 10 cookies

2 tbsp kinako 2 tbsp sesame powder 75g castor sugar flour 1/2 cup sugar 4 tbsp unsalted butter softened 1 egg 1 tbsp sesame oil garnish



[Directions]

- Preheat oven to 200°F
- Mix all the dry ingredients
- Mix the dry mixture into softened butter
- Beat egg into the batter
- Scoop the batter with spoon and drop on a baking sheet
- Sprinkle sesame oil on top
- Bake about 15-17 minutes



Watercress Obizushi Dressed with Genie Sauce

Ingredients: Serves 20

10 bunch watercress A pinch of salt 1 tbsp teriyaki/garlic/pineapple powder 20 chop sticks 1/4 tbsp maple syrup 1/2 cup vinegar or lemon juice 1/2 tbsp water

[Directions]

- Add watercress into boiling water and add salt. Cook for 1 minute
- Drain watercress and soak in ice cold water for 2-3 minutes
- Squeeze out excess water and cut into pieces
- Mix teriyaki/miso/maple syrup and vinegar well
- Add water little by little until it reaches your desired consistency
- Cover watercress with genie sauce



Wakame Omellet

Ingredients: Serves 10

2 tbsp dried wakame 2 sprigs scallion, chopped 2 eggs 1/2 tbsp oil 1 tbsp sesame oil Salt and pepper to taste

[Directions]

- Soak dried wakame in cold water for 1-5 minutes! Soaking time may vary depending on the products. Follow the directions on the package
- Grip wakame absorb enough water, squeeze water out
- Cut wakame into small pieces if necessary
- Beat egg in a bowl, add milk, wakame and chopped scallion and mix well
- Season with salt and pepper
- Heat skillet or in a nonstick pan and pour in egg mixture
- Cook it in your favorite shape to desired thickness



Slim Down Your Face with a Holistic Approach

Yoksan House

"My face became smaller and lifted, and my jawline more defined. I look younger!" This is the testimonial of a young woman who experienced Yoksan House Face Therapy. Many of you might think it is impossible to make your face slimmer without plastic surgery, but this is no longer true, thanks to its Face Therapy.

Invented in 1979, the therapy promotes efficient blood circulation by releasing bones and skin and ultimately helps you attain a smaller face and beautiful facial structure. Among more than 23 programs that Yoksan House in New York offers, Unique Face Care and Face Rejuvenation Care are particularly popular. Unique Face Care treats the palms and feet and toes massaged both parts. One client confesses, "It's hard for me to believe that the shape of my face and legs have now become similar to what I saw in before and after pictures. Not only do I look better in the mirror, but I feel a lot healthier too."

Face Rejuvenation can not only reduce the size of your face but also brings back an even facial structure and elastic skin. Some commentary from a client: "It was as I had had quite painful, but in my estimation it was well worth the pain. The results were immediate and long-lasting. My jaw was sharper and streamlined, and my eyes were more open and lifted." This 36-year-old holistic therapy could help you achieve health and beauty. In addition to facial reduction, other services, Yoksan House offers slot and body-cell therapies. Check their website for details.



The mask shows the difference in the skin between before and after 30 facial treatments.



With other facial skin up methods, face damage leaves fine lines and wrinkles again.

Unique Face Rejuvenation 10 minutes, or 30 minutes and 30 minutes
from \$100. Other: 30 min up methods
face damage leaves fine lines and wrinkles again.

26 W. 30th St. (bet. 5th Ave. & Broadway) 10001 175-212860-7414
www.yoksanhouse.com | info@yoksanhouse.com
Mon-Fri: 10 am-9 pm Sat: 10 am-7 pm



A Drink of Shochu a Day...

Is shochu drink good or bad for the body? It's really up to what you choose and how you drink. Shochu is a distilled alcoholic drink made from various ingredients like sweet potato, rice, barley and more. It has been traditionally enjoyed in Japan and considered healthy. Here Ayu Otsuka, Shochu Sommelier and owner of Shochu and Tapas, NYC, shares some health and beauty tips.

① **Most people wonder why you retail your healthy, beneficial shochu.**

② **I think the reason I'm able to maintain my skin condition well is the shochu that I drink every day. Also, I don't wear makeup. I would rather spend my money on shochu than buying makeup products.**

③ **So, shochu is your skincare item, in a sense.**

④ **You could say that, I can't think of any other thing.**

⑤ **What are the best ways to enjoy shochu?**

⑥ **The best thing about shochu is that you can drink it in a variety of ways, depending on how you feel. It can be served on the rocks or cut with cold or hot water, and even cutting it with cranberry or grapefruit juice are options for beginners. There are lots of thousands of potential combinations, so there is truly no limit! Shochu can be called a lifetime drink as you will never get bored with it.**

Plum is the rare distilled spirit that is perfect for cocktails. As opposed to distilled liquor like whiskey and cocktails like mimosa, which tend to be enjoyed before and after meals, shochu is easy to pair with food and tends to go well with whatever is being served.



Shochu and Tapas Bar
297 E. 36th St., (bet. 5th & 6th Aves.) New York, NY 10016
212-310-7150-7150
Lunch: Mon-Fri 11:30 am-2:30 pm
Dinner: Mon-Thu 4-11 pm, Fri-Sat 4-11 pm, Sun 4-9 pm
www.stt-nyc.com

Get Healthy and Beautiful Hair with Scalp Treatments

Commune at KRAISI | Formerly Commune Salons & Gift



Rooted in Willingboro for 10 years, Commune at KRAISI is proud of its cutting techniques which creates a natural red sheen, but they also consider color equally important. By maintaining a healthy scalp you can avoid hair loss and improve skin moisture balance and abnormal dryness styling may. They recommend their Scalp Treatment, which removes dirt and oil from pores completely, and their Deep Conditioning Treatment, which replenishes hair from its roots. Equipped with a gift shop, Commune at KRAISI will add inspiration to your hair life. A coffee space will also open on June 1st.

105 Rockling St. (bet. Grand & 5th Sts.)
Brooklyn NY 11231
Tel: 718-284-2412
www.commune-nj.com
Tue-Sun: 11 am-8 pm
Call 800-870-Deep Conditioning Treatments
888-870-Spa Treatment 880



Long and Thick Eyelashes with Premium Products

EyelashLash



At EyelashLash high quality mink/lash extensions are individually applied to elongate and thicken the lashes with results that can last up to one month. The premium mink and silk applicatives they use are flexible soft and very similar to your natural eyelashes. They care about the health and safety of your eyes and lashes therefore they use glue that has less fumes and does not cause any irritation to the eyes. Their experienced eyelash specialists constantly try to improve their skills and look for new products and technology in order to provide the highest service to clients.

304 W. 48th (bet. 7th & 8th Aves.)
Suite 601, New York, NY 10036
Tel: 212-428-2002
www.eyelashlash.com
Mon-Fri: 10 am-8 pm
High Quality Mink lash extensions \$110 (Reg.)
High Quality Silk lash extensions \$130 (Reg.)

SEITAI SHIATSU: CENTURIES OLD HEALING METHOD!

Midtown East DO-IN SEITAI CENTER

We specialize in diagnosing and relieving pain from the back, neck, shoulders and hips. By using centuries-old traditional Japanese manipulation techniques of *Seitai* and *Nishio*, we can target specific problem areas and alleviate pain. These techniques have many other benefits as well including aligning the body, increasing energy and blood flow, improving circulation, and returning the body back to its healthiest state. During our 20 years of practice, we have treated a variety of ailments including: whiplash, sports injuries, stiff joints, and other painful conditions.

Preventing Surgery... That's Our Goal!

At Do-In Center, we diagnose the fundamental cause of your pain and eliminate it!

Do-In Seitai Center

140 East 58th Street (bet. Lexington & 3rd Aves.)
Tel: 212-997-9814 | www.do-incenter.com | do-incenter@optonline.net

Read our testimonials on Yelp and our website



Dr. Ronald Sasaki
Seitai/Nishio Doctor

TAKE A LOOK AT THE TESTIMONIALS

Mr. Suzuki, founder of Do-In Seitai Center, is the most amazing healer I've ever had. He was not aligned by an inch when I first went to him because of his treatments, I was healed after several sessions. -John R.

about a month ago. Suzuki is a wonderful doctor! I had severe lower back issues for years. No one could help me. I am a man over 60 years old. Thank you Dr. Suzuki for helping me. It's like getting a new lease on life! Doctor Suzuki is a healer in the truest sense of the word! -Ronald R.

I went to Dr. Suzuki when I was having trouble with my back. After 4 sessions, the overall health of my spine is now optimal. She also recommended several exercises that I do regularly because they actually are helping me. Dr. Suzuki deserves 5 stars. -Asia G.

The Suzuki is a miracle worker! I have had chronic back pain for the past 2 years and was considering surgery for a herniated disc and sciatic nerve problems. Prior to going to see the Suzuki, I had seen 2 other physical therapists and chiropractors, who all said were able to help me. After I went to the Suzuki, my pain is almost completely gone! For the first time in 2 years, I feel like I am getting off the beach! -Alyssa T.

Special Offer!!!

\$50 off for the 1st 1000 new clients
Offer valid thru 7/31/2015
Mention this ad when you make an appointment

Natural Looking Curls by Innovative AIR WAVE System Hearts NY/YUKIE Hair & Nail Salon

30% OFF

Not valid
Valid through July 31
New Customers Only



Color Techniques that will Make You Shine

Salon Wave

\$20 OFF

Not valid on
Valid thru July 31
New customers only



Romantic Waves NY, 10301 Hwy 4 North Staten is one of the few salons in New York, which offers the innovative perm system Air Wave. It employs completely different logic from conventional perms. Using rods connected to tubes that can blow air into the rods, the Air Wave machine controls temperature and moisture during the process of curling cuts. Since it does not heat hair directly, it is less damaging. Air Wave is highly popular in Japan because it creates natural waves. Just hand dry after shampooing and apply natural waves. The salon is also equipped with a nail salon and spa to give you total beauty concepts.

40 E 56th St. 3rd Fl.
(near Park and Madison Aves.)
New York, NY 10022
Tel: 212-619-8400 | www.heartsny.com
Mon-Fri: 11 am-8 pm Sat: 11 am-7 pm
Sun: 10 am-6 pm Closed 12:30 pm-1:30 pm
Digital Perm: \$250 and up Air Wave: \$250 and up

Hair Care and Styles with Healthy Organic Options KAMINOTECH (Formerly Tera Progess)

20% OFF

Not valid
Not valid on Organic Mousse
Valid through Aug. 31



KAMINOTECH offers full hair services from skilled stylists who have experience working both in Japan and New York. They strive to provide quality services as well as healthy alternatives allowing their clients to choose color, perm and strengthening products with regular organic and natural ingredient bases depending on their hair condition and preference. Among their organic options, Kerogen Keratin Treatment is the most popular. It is formaldehyde-free and ideal for pregnant, nursing or health conscious people. From home care to styling in humid summer they target various hair problems each client has to deal with.

160 Put Ave., Box 86 & 106 (Box) |
New York, NY 10028 | Tel: 212-967-8842
www.kaminotechny.com
Mon-Sat: 11am-8pm Sun: 11am-7pm
Out: \$25-40 Color Single Process: \$55 and
up Highlights: \$75 and up
*For second color option add \$10-15.

Understanding Skin Beauty and Health with Relaxation Spa Karen NY (Formerly Nihon Day Spa)

\$99

Triple Vitamin C Facial

May 2016
Valid through June 25



Triple Vitamin C Facial
treats dark spots and
wrinkles with
power of three kinds of
vitamin C

This April Nihon Day Spa renovated its menu and services, rebranding as Spa Karen NY. A knowledgeable and experienced Japanese aesthetician examines every client's skin condition thoroughly and provides the best treatment choices. Recommended this summer is Triple Vitamin C Facial, which is effective in reducing dark spots and melasma caused by sunburn and aging, making skin clear with no visible pores. It works against skin damage for a long time, allowing for healthy, smooth skin. The spa aims to offer an ultimate relaxation spa where clients can receive treatments

15 W. 46th St., 10th fl. (bet 5th & 6th Aves.)
New York, NY 10036
Tel: 212-929-0501 | www.spakarenny.com
By appointment only Nihon Day Spa: 8am-8pm
Sat-Sun: 11am-7pm
Customized Facial: \$100 Men/Facial: \$95
Skin Treatment: \$75

Beauty Products Developed in Japan

Health and beauty in Japan do not result only from the traditionally healthful Japanese diet, but are also aided by advanced technology. Here, we introduce products that help your skin improve from the inside and outside.



Herbal D2 Special Set by Dr.Ci:Labo

The Herbal D2 series is a new release from leading Japanese skincare brand, Dr.Ci:Labo. Developed by dermatologists, this series formulates enzymes, fifteen carefully selected natural herb extracts, and highly concentrated oxygen water—ACTIV D2—is Dr.Ci:Labo's original formula in order to maximize the natural healing power that each person has. It helps prevent dry, rough skin and promotes healthy skin. Consisting of Herbal Eye D2 (2.82 fl. oz./80 g), Herbal Serum D2 (5.10 fl. oz./150 ml) and Herbal Cleansing Lotion D2 (5.07 fl. oz./150 ml), the Herbal D2 Special Set is a great introduction to your new skin regimen. www.ci-labo.com

Komezu Bijin by Nihonsekken

Komezu Bijin (rice beer) is a byproduct of making white rice, and it contains an abundance of rice bran components. In Japan, it has traditionally been used as a beautifying ingredient because of its exfoliating and moisturizing effects. The Komezu Bijin skincare series by Japanese sake brewery, Nihonsekken Co., Ltd., naturally moisturizes and makes skin glow. It was first introduced in the U.S. more than twenty years ago, and it's been popular ever since. The series also has skincare products. www.komezubijin.com



Beauty Enrichment for 1 Week-Placenta C Jelly by Earth Biochemical Co., Ltd.

Made from seven skin-beautifying components (placenta extract, low molecular collagen peptide, elastic proteoglycan, vitamin C, margosa extract, and bark melt extract), Placenta C Jelly is a supplement formulated to help improve your skin's condition. Placenta extract is generally considered to have brightening and anti-aging effects and the ability to maintain hormone balance and help improve blood circulation. If you take Placenta C Jelly supplements for one week, you will get 15,000 mg of placenta extract and 1,600 mg of collagen. Enclosed in a small packet, the supplements are easy to take with you whenever you go. www.earth-bio.co.jp/english



Distributed by Oceans USA Inc.
www.oceansusa.net



Skin Plumping Gel Cream by Hada Labo Tokyo

The Hada Labo Tokyo line is not one of the top-selling skincare products in Japan. Developed by a leading pharmaceutical company, it takes a minimalist approach to anti-aging by using a powerful yet skin-friendly ingredient, Super Hyaluronic Acid™, which is absorbed deep into the skin and creates a veil on the skin. The most popular item is the iconic Skin Plumping Gel Cream; as a moisturizer and serum combined into one product, allowing for a simple skincare regimen. Lightweight and long-lasting, it can even be applied over your makeup. www.hadalabotokyo.com



Equiance by Sunstar

Dark spots caused by the sun or aging are tough to remove. The Equiance regimen was developed to diminish the appearance of dark spots with the power of lipoic-acid, which is extracted from sunflowers and delivered in microcapsules. The microcapsules allow the lipoic acid to release constantly for maximum brightening power. Sunstar, which is best known for skincare products, has spent eighteen years developing the Equiance line. The regimen has been strong in the Japanese beauty market since its release in 2007. Consisting of six products, the Equiance regimen can be purchased via the Equiance website and by phone. www.equiance.us.com, Tel: 1-888-827-3837



IKEZO by Ozeki Seika (U.S.A.), Inc.

IKEZO Sake Jelly Sol is a light, sweet-sweet cocktail with a jelly-like texture and a slight bubbling on your tongue. This sake is innovative not only because of its unprecedented taste, but also because of its unique nutritional value. The development team at Ozeki Seika, one of the oldest premium sake producers, made efforts to produce convivine and alpha-methyl glucoside—which have moisturizing effects—naturally during the brewing process, making the sake appealing to beauty-savvy women. To even out the jelly texture, shake about twenty times before drinking. Only peach flavor is available in the U.S. www.ozekiseika.com/glycololyt/products/sake/ikezo/



KAWAII in New York

By Julie Soefer

Bonky products are by their very nature kawaii: they enable us to look—and smell—our cutest. So it's not surprising that even products that are not made in Japan take inspiration from its culture. Here are a few of the coolest:

As everyone knows, the cherry tree (sakura) produces those pink blossoms in spring. It's the goal of most health- and beauty-conscious people to appear—like those blossoms—in-the-pink. Therefore, many companies draw inspiration from the iconic pink flowers when creating beauty products. L'Occitane's Cherry Blossom hand cream combines moisturizing shea butter with a cherry extract from Provence's Luberon region. Not a delicate hint of sakura scent? Available at L'Occitane stores.



Blossoms adorn the packaging of the Japanese Cherry Blossom collection by Bath & Body Works, which offers personal-care items (Foaming Hand Soap, Luxury Bubble Bath) as well as room sprays for the home. Fancy a sakura-scented apartment? Wallflowers Home Fragrance will perfume your rooms! Check it out at Bath & Body Works stores.

If you prefer a fruity fragrance instead of a flower one, designer Tom Ford has you covered! The perfume powerhouse is known for creating decadent, unisex fragrances that are intensely sensual, and one of his fragrance Atelier's most luscious concoctions drifts the essence of amaz (Japanese plum). It's called, fittingly, Plum Japonais. Sample it at Bergdorf Goodman and Saks Fifth Avenue.

The color of who is as kawaii as its scent—and that color imparts a vibrant glow to the complexion. Shiseido's Face Color Enhancer Two-Brush compact in Plum, complete with brush, enables easy one-stroke application of dimensional rose-pink directly to the cheeks. Find it at Mitsukoshi's Shiseido boutique.

Finally, for centuries beauty has been the realm of women. Today, more and more men—replacing macho types—are about looking their youthful best. For them, Rituals offers a comprehensive range of products: the Ancient Samurai Collection. Inspired by the legendary warriors who practiced the art of grooming as diligently as the art of battle, these range from Anti Age day cream to After Shave Lotion, Cool Hair (shampoo) to Cool Deo, a 24-hour antiperspirant spray. Buy them at Barneys.



Julie Soefer has covered culture and style for *Esquire*, *Marie Claire*, *Time* and *Newsweek*. She has created a major design collection for Bedouin Home Furnishings, located in New Jersey.

New Season new Look

Spring is a great time for NEW.

Our highly trained staff of Japanese Stylists can provide you with a new style, color or perm.

Come in and experience our warm services.



Cowlicks
Japan

Hair and Shave Salons
137 West 19th Street
Beverly Hills 3rd Avenue
212-367-2121
cowlicksjapan.com

Memorial Weekend Sale

May
21st (Thu)
25th (Mon)

All Items
20% Off

IN-STORE & ONLINE

Please use "HAPPYMEMORIALDAY" at your checkout for your online purchase.

Atlanta Tribes:

324 Peachtree Street

Midtown, NY 10019

212-537-0403

212-524-4117

Brentwood:

310 Colleyville River

New York, NY 10026

212-327-0111

212-327-0114

Kids brand from Japan

BIT'Z KIDS



BIT'Z KIDS Online Store www.bitzkidsonly.com



Beauty Guide

Independent press does not guarantee prices or fees, locations and recommended businesses for this issue.
Tip: Coupons are not redeemable online at www.chopsticksny.com
 • Chopsticks NY is available to print up.

HAIR SALON

Upper West Side Coiffeur II

2019 Broadway Apt 10B/B1/B1
 212-545-0400

Upper West Side's Salons

1029-1031 21st Ave, Amsterdam/Riverside Ave
 212-545-0007

Upper East Side Giovanni's Scratches

244 Madison Ave (bet 56th & 57th Sts.)
 212-752-2222

Upper East Side's Machi*

3865 1st Ave (bet 86th & 87th Aves.)
 212-737-0000

Upper East Side Takayama Saito*

1008 Lexington Ave (bet 80th & 81st Sts.)
 212-645-0001

 Takayama Saito is a Japanese hair salon located in the heart of Manhattan. We specialize in Japanese hair styles and offer a wide range of services including haircuts, color, extensions, and more.

200 E. 76th St., 2nd Fl., New York, NY 10021
 212-645-0001 | www.takayamasaito.com

TOKEIWAHA SALON



New customers receive
30% OFF all services

Asian Haircut
 Asian Color
 Asian Perm
 Asian Straightening
 Asian Styling
 Asian Extensions
 Asian Lash Extension
 Asian Brow

www.tokeiwhaha.com



katsukosalon.com

Upper East Side's Shiro-Itsu-Saito*

121 E. 72nd St., 2nd Fl., New York, NY 10021
 212-645-0001

Midtown West Malena Saito's Gallery

108-110 3rd Ave (bet 23rd & 25th Sts.)
 212-423-0794

Midtown West Mizu Hay & Make-up

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Bebe's New York

2001 12th St., 2nd Fl., New York, NY 10021
 646-322-0001

Midtown East Dip Salons

609 Madison Ave (bet 57th & 58th Sts.)
 212-624-0204

Midtown East Hair Masters Midtown*

740 49th St., 2nd Fl., Lexington & Park Aves.
 212-620-0200

Midtown East Katsuki Hair

2019 1st Ave (bet 80th & 81st Sts.)
 212-620-0202

Midtown East Maxine's Salons*

300 E. 50th St., 2nd Fl., New York, NY 10022
 212-620-0200

Midtown East Mizugi Saito's New York

101 5th Ave (bet 23rd & 25th Sts.)
 212-620-0207

Midtown East Momentum*

202 E. 42nd St., 2nd Fl., New York, NY 10017
 212-936-2100

Midtown East Nissaku Ichi

101 5th Ave (bet 80th & 81st Sts.)
 212-620-0204

Midtown East Shiro-Itsu-Saito*

102-104 3rd Ave (bet 23rd & 25th Sts.)
 212-620-0200

Midtown East YH Plus Salons*

102-104 3rd Ave (bet 23rd & 25th Sts.)
 212-620-0200

YH+ Plus Salons offers professional hair styling, coloring, and extensions. Our team of experienced stylists can help you achieve your desired look.

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200 | www.yhplus.com

Midtown East Soho Kinge

101-104 3rd Ave (bet 23rd & 25th Sts.)
 212-620-0203

Midtown East Soho Wave

1005 2nd Ave (bet 58th & 59th Sts.)
 212-624-1200

Midtown East T-Gardens New York

209-210 49th St., 2nd Fl., 5th Avenue
 212-620-0200

Midtown East VARTAU SALON

401 Lexington Ave (bet 55th & 56th Sts.)
 212-620-0200

Midtown East YUKIE Hair & Nail Salons

401 5th Ave (bet 80th & 81st Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Midtown East Gekkeikan Japan*

100 2nd Ave (bet 10th & 12th Sts.)
 212-620-0200

Chelsee Curly Lashes & Hair

230-232 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Chelsee Curly Lashes & Hair Studio

231-233 Ave 28th St., 1st Fl., New York, NY 10021
 212-620-0200

Subscribe now

for only **\$19.99/year**

Call Us at:

212-431-8918 or email:

reader@chopsticksnyc.com

CHOPSTICKS NY

www.chopsticksnyc.com

Top hair stylists and nail artists from famous salons in Japan.

Specializing in hair and nail services.

20% off 1st services for new clients.

15% off when you make an appointment for comment hair and nail services.

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

Specializing in hair and nail services.

15% off

new

clients

20% off

when

you

make

an

appt.

for

comment

hair

and

nail

services.

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

YUKIE Hair & Nail Salons

100 E. 58th St., 2nd Fl. (Madison Park)

Hair Salons: 212-610-6680 | www.beautysalon.com

Nail Salons: 212-610-6660 | www.beautynails.com

Germany	Werner-Tricame
25 Stein Ave, Bed, 100-5 200 St	\$185
212-320-1115	
West Village	Han Mode
1001 Broadway, 1st Fl 100-5 200 St	\$185
212-417-0034	
West Village	SIS-TOKYOKO W4
140 9th Ave (btw 10th & 11th Sts)	\$185
212-417-1115	
West Village	YU SALON
309 W 11th St, btwn Greenwich & Washington	\$175
212-643-0028	
East Village	800
201 E 8th St, bet. Ave A & 2nd Ave	\$185
212-417-7777	
East Village	OBIN*
100 8th Ave (btw 9th & 10th Sts)	\$185
212-977-0001	
East Village	Hair Barre
200 University Plz, bet. 2nd & 3rd Aves	\$185
212-221-0201	
East Village	How Marios Devonport*
125 University Plz, bet. 2nd & 3rd Aves	\$185
212-417-4712	
East Village	Heidi Coupe B
214 E 10th St, bet. 2nd & 3rd Aves	\$185
212-628-0028	
East Village	F'Steens*
275 University Plz, bet. 3rd & 4th Aves	\$185
212-320-0028	
East Village	K2 Barber*
214 E 10th St, bet. 3rd & 4th Aves	\$185
212-628-0008	
East Village	Kiyoko Saito*
185 10th St, 2nd Fl, bet. Avenue A & 2nd Ave	\$185
212-417-4100	
East Village	Potomac Field*
209 University Plz, bet. 4th & 5th Aves	\$185
212-685-0008	
East Village	Puka Sabor*
252 E 10th St (bet. Ave A & E)	\$185
212-417-4422	
East Village	Q Hair*
120 Madison St (bet. Broadway & University St)	\$185
212-417-0078	
East Village	RIBBITY*

<i>Roberto</i>	Omni-Japanese beauty salon in the East Village, created especially for Japanese women who want to look like Japanese stars without being Japanese.
260 2nd Ave (btw 10th & 11th Sts)	\$185
212-417-1149 (www.ribbity.com)	

<i>Salon YUKI*</i>	Salon that has responded to the needs of Japanese women in New York since 2002. Services include the latest techniques and products, providing maximum satisfaction.
12 East 3rd St (bet. Broadway & 2nd Ave)	\$185
170-288-8000 (www.salon-yuki.com)	

<i>Tekumasa Head*</i>	100% Japanese hair salon located in the heart of the East Village.
100 University St (bet. Madison & University St)	\$185
212-643-0001	

East Village	Tokyo City Salons
621 E 6th St, bet. Ave B & D	\$185
212-629-7007	
East Village	Tres Pequenos*
180 2nd Ave (bet. Ave A & B) 200 St	\$185
212-629-1143	
East Village	Ueno Sabor*
401 E 8th St (bet. Ave A & B) 2nd Ave	\$185
212-629-1143	

East Village	The C-Salon*
The C-Salon is a hair salon that offers a variety of services including a range of hair and color treatments, extensions, and styling, as well as a professional presentation of Japanese hair design. Services include:	
250-260 18th St (bet. 8th & 9th Aves)	\$185
212-250-2600 (www.thec-salon.com)	
Lower East Side	Cosme Sabor

TriBeCa	Salon Misce
190 6th St (bet. Ave A & University St)	\$185
212-417-0001	
SoHo	Loton Salons Prince St.
250-260 18th St (bet. Broadway & University St)	\$185
212-977-3052	
SoHo	Cosme Sabor*

SoHo	Cosme Sabor*
125 W 18th St (bet. 6th & 7th Aves)	\$185
212-512-2000	
Broadway	Commerce at 16th
170 Broadway (bet. 16th & 17th Sts)	\$185
212-368-2000	
Westchester	New Studio NAKA*

Westchester	New Studio NAKA*
287 Kingsbridge Rd, Bronx, NY 10455	\$185
212-630-0004	
Long Island	Li Wave

Long Island	Li Wave
Li Wave is an Asian hair salon offering unique and stylish services in Japan and New York. Li Wave uses the latest technology and equipment.	
100-100 10th St (bet. 10th & 11th Aves)	\$185
212-417-0001 (www.liwave.com)	
Westchester	Meemoko*

Westchester	Meemoko*
2 Avenue N (btw 2nd & 3rd Aves)	\$185
212-403-5895	
New Jersey	Akane Sabor*

New Jersey	Akane Sabor*
200 University St (bet. 2nd & 3rd Aves)	\$185
212-417-0047	
New Jersey	Karome Sabor*

New Jersey	Karome Sabor*
200 University St (bet. 2nd & 3rd Aves)	\$185
212-417-0047	
New Jersey	Mitsui Beauty Salons

New Jersey	Mitsui Beauty Salons
100 First St (bet. 1st & 2nd Aves)	\$185
212-417-1000	
New Jersey	Salon Danie*

New Jersey	Salon Danie*
100 Main St (bet. 1st & 2nd Aves)	\$185
212-417-0000	
New Jersey	Tokki Hair Supreme*

Upper West	SPA
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown West	Wilcox Day Spa

Midtown West	Wilcox Day Spa
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown West	Wilcox Day Spa*

Midtown West	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

Midtown East	Wilcox Day Spa*
200 6th Ave (btw 57th & 58th Sts)	\$185
212-587-2000	
Midtown East	Wilcox Day Spa*

East Village	Eddy Lash
The salon is always in the business of making things better. "We started off as a lash extension salon, but now we offer eyelash extensions, eyelash lift, brow tinting, and more," says owner Eddy Lash. "We've received 100% off reviews on Google."	
212-417-0001	
East Village	New York Electrolysis

East Village	New York Electrolysis
100-100 Avenue A (bet. 1st & 2nd Aves)	\$185
212-417-0001	
East Village	Shizuka New York

East Village	Shizuka New York
100-100 Avenue A (bet. 1st & 2nd Aves)	\$185
212-417-0001	
East Village	Shizuka New York

East Village	Kiss Healthy SPA
100 Avenue A (bet. 1st & 2nd Aves)	\$185
212-417-0001	
East Village	Spa 101

East Village	Spa 101
100 Avenue A (bet. 1st & 2nd Aves)	\$185
212-417-0001	
East Village	Spa 101

East Village	Spa 101
100 Avenue A (bet. 1st & 2nd Aves)	\$185
212-417-0001	

Vegetarian Dishes, Japanese Style

— Where Veggie Lovers Should Go in New York

Japanese cuisine offers many healthy options, and those include many tasty vegetarian dishes. You can easily find some of them at sushi restaurants. Traditional vegetarian sushi rolls include *zappo maki* (cucumber roll with wasabi), *enzu maki* (fermented soybean roll), *cakko maki* (pickled daikon radish roll), *akoppo maki* (seasoned Japanese gouda roll) and *uni shiso maki* (roll with pickled plum and sea urchin). *Jonenchi*, sushi rice wrapped in seasoned abalone (deep-fried sea urchin), is another favorite in Japan.

Sōgyō ryori is a Japanese interpretation of Buddhist cuisine based on the concept of nonviolence and, not surprisingly, it is vegetarian. In New York, you can enjoy a Kyoto-style elegant version of this cuisine at **Kaptus** (125 E. 39th St., www.kaptus.com). Try *tsukusai*, an assortment of small dishes featuring seasonal vegetables that is traditionally offered as part of *zenjiku* (a multi-course meal derived from tea ceremony culture).

Japanese vegetarian dishes are often part of a macrobiotic diet. At *Sauer East Village* (326 E. 6th St., www.sauer.net/eastvillageelement.html), a macrobiotic restaurant, you can savor a variety of dishes, from dumplings to soba-noodle soups to ramen-noodles. This summer you cannot miss the *Summer Roll* which highlights five kinds of crisp vegetables—scallions, carrots, burdock root, lettuce, and cilantro—that deliciously pair fiery and cool energy.

Finally, ramen can also be vegetarian without sacrificing its heartiness. **Misata Ramen** (153 E. 58th St., www.misataramen.com) serves *Yeast Ramen*, which is 100% vegan and gluten-free. Toppings include tofu, nori (seaweed), corn, spinach, shio kombu (soaked kelp), scallion, juic pepper paste, and mushrooms, making this vegetarian dish intensely mouthwatering. Other ramen houses famous for tonkotsu (pork-bone broth) and pwee (cloudy chicken broth) offer vegetarian options such as *Mitsuboshi Shoyu Ramen* at **Ippodo East Village** (355 4th Ave., www.ippodo.com), *Sho-jin* at **Ippodo Westside** (321 W. 57th St.), and *Nig-Ramen* at **Totto Ramen** (365 W. 52nd St., 454 W. 57th St. and 243 E. 52nd St., www.tottoramen.com).



Summer Roll (top) is offered in a variety of the *Hanabusa*. The ingredients change monthly. May featured mountain yam, avacado, amazake-glazed fava beans, wasabi, furikake, nori, yuzu (yuzu) oil, and dashi. *Hanabusa* (above) features *tsukusai* (rice, shiso, and more).



Beefs (with *pepperoni*) top sauce the *Summer Roll* at *Sauer East Village*, a macrobiotic restaurant in the heart, featuring days of service. All the vegetables except the beef are organic, so you will get a lot of nutritional value. ©2015 Sauer East Village only.



Using carefully selected ingredients, *Ippodo* (above) and *Hanabusa* (at right) make for healthy-conscious people.

Is Spinach Ohitashi Vegetarian?

The bodies put off Japanese cooks from vegetarianism's point of view, as do the taste. Many vegetable dishes are starchy and have too many ingredients right in non-vegetarians. It is often eaten from beans flavored miso soup, miso soup with shredded and soymilk containing beans. It is not always vegetarian unless the beans are made from completely fresh (no ingredients such as tahini, seaweed, and miso/miso).

Spinach ohitashi is a popular dish in Japanese culture. Serving it vegetarian but most of the time it is associated with dashi to add for an additional umami kick. So just be careful when you order the dashi in Japanese restaurants when you are vegetarian.

When you cook spinach ohitashi at home, you can

use a lot of vegetables. If you want to add meat, add to the simple dashi (spinach and dashi soup) (dashi) (dashi). Also you can simply add flavor by adding it with various bean soups (garbanzo beans, sugar and mayonnaise or with leafy greens (broccoli, kale, mustard greens, etc.) to name a few) (spinach and light soy sauce).

Health Conscious Approach

CHIPOTLE RAMEN (9.5)

Vegan, Vegetarian and Microbiotic Friendly

Nissin
Shoyu Ramen

321 E 38th St. (Bld. T & 2 Av.)
212.346.1730 nissinusa.com

Organic
Ramen

Koda Farm

ORGANIC PREMIUM BROWN RICE

sold exclusively at NYNOJO.com in NY

First Appearance
in the East Coast!

Limited time
offer!



Organic brown rice grown at Koda Farm in California is the product of Japanese technology and spirit.

Buy "Koda Farm's Organic Premium Brown Rice" 1 lb pack for \$1

Limit one
per person

Contact:
masami@nynojo.com for more details or
go to NYNOJO's website
www.japanesse-nynojo.com



DAIEI Trading ORGANIC Series

Organic Premium Short Grains -

ORGANIC

KAGAYAKI

KAGAYAKI

かやき

MADE IN JAPAN

KAGAYAKI

- USDA Certified organic certified, organic short grains
- 100% organic carbohydrates + protein
- Non-gmo planting treatment
- Non-hormone
- USDA Organic Molecular Analysis Available

Organic Low Sodium Miso (300g)

This is an approved low sodium miso. Shouta miso is made using a 1kg of rice bran to 13kg of soybeans and contains 20% less sodium compared to other conventional miso products due to its process. Its ingredients are 100% organic and grown without any pesticides or chemicals.



Organically Grown Extra Small Soybean Natto (pack of 10)

* Ingredients: Dried small organic soybeans (soybeans 25.0%).

* Organic soybeans are (1) farmed in the environment that has been organic for at least 2 years, (2) cultivated without any use of pesticides or fertilizers, and (3) not grown from genetically modified seeds.



* This is an organic soybean natto that will fill the requirements for organic standard set by DAIR from the collection of soybeans to the production of natto.

* The nattoing must include a sauna mode from organic rice straw and towels with no color additives. No chemical flavorings, preservatives or coloring agents are used.

Special Select

Organic Light Soy Sauce

Made with only organic ingredients from beans, flour and rice and sun-dried until it is a light soy sauce can be applied as a sauce by JAS which strictly sets products for its organic standards from the collection of soybeans to the production to the finished products. The best product with other organic ingredients and you will enjoy the delicious taste of nature even more.



Distributed by

DAIEI TRADING CO., INC.

14-30 128th St., College Point, NY 11358 TEL: 718-838-8100 daiei@daiei-trading.com

Available at Japanese grocery stores



Easy Navigation, Exciting Articles, More Convenient!!

wanna read our back issues? Go to www.chopsticksny.com



A comprehensive list of Sake, Shochu and Japanese Beer

- Write reviews about your favorite sake, shochu and Japanese beer
- Search sake by keyword
- Browse a sake event listing

www.sake-guide.com

Organic Brown Rice Pasta
With Moroheiya

Gluten Free NEW! Nutritious Brown Rice
Only takes 4 min to cook
Gluten Free

USDA Organic

GreeNoodle Made with Moroheiya
www.greenoodle.com

Made with moroheiya leaves - a high nutritious leafy green vegetable found in ancient Egypt

Not made from rice powder - minimize the oxidation process and maximize vitamins and minerals

Chopsticks NY's Test Kitchen - Vol. 12-

In this section, chefs and culinary professionals test out Japanese seasonings, ingredients or cooking methods and create original recipes with their fresh perspective. This month Ian Alvarez, Executive Chef of Bara Restaurant, shares a unique way to use Japanese umeboshi (pickled plum) paste in a very American, grilled dish.



Grilled Shrimp Marinated in Umeboshi and Peppercorn Sauce

By Chef Ian Alvarez

"Umeboshi paste is one of the ingredients that blew me away and opened my mind. There is no equivalent in the Western flavor profile. It's a combination of saltiness, sweetness and fermented funkiness in one ingredient and you can do so much with it."

— Chef Ian Alvarez, Bara Restaurant



Umeboshi Paste

Made from pickled plums, umeboshi paste has a beautiful balance of acidity, sweetness and saltiness with a salty sensation. In Japan, it's used as a condiment/seasoning to add a kick to dishes such as tonkotsu (pork rib) soup, ramen (not tsukemen) and yakitori chicken skewers.

Ingredients, Serves 12

12 dozen head-on prawns deveined

Umeboshi and peppercorn sauce:

- 1/2 cup prunes, chopped
- 1/2 cup vinegar
- 1/2 cup sugar
- 1/2 cup dried green peppercorns
- 3 cloves garlic, chopped
- 1/4 cup light soy sauce
- 1/2 cup of aged wine (red juice)
- 1/4 cup green peppercorns
- 1/4 cup anchovy paste
- 1/2 tbsp white soy sauce

[Directions]

1. Combine prunes, vinegar, sugar, dried green peppercorns, garlic, prunes, light soy, lime juice and juice.
2. Place on the stove and simmer until liquid is reduced by half.
3. Remove from stove.
4. Place in a blender and puree until smooth.
5. Allow to cool slightly then fold in green peppercorns, anchovy paste and white soy.
6. Cool completely in the fridge.
7. Toss prawns in enough sauce to coat and allow to marinade for at least two hours.
8. Grill over high heat, basting with more sauce as the prawns cook.
9. Serve with rice and grilled lemon. Finish prawns with crested pepper and crunchy thick-cut sea salt like Maldon.



Ian Alvarez, Executive Chef

Born and raised in New York City, Executive Chef Alvarez was exposed to cooking at an early age and subsequently honed his craft through family cooking at both a seafood bar and French restaurant. After years, he developed his own culinary style that blends classic European techniques with flavor profiles from Latin America, the Far East and Central Asia.

Bara Restaurant

Bara has the essence of the French bistro and Japanese izakaya culture. Chef Alvarez's experience and familial tradition, along with his uniquely developed environment makes the place a hit. Everything from meat to pizza to lamb and lamb chops can be found on the menu, making it a great place to explore cuisine and variety. The word "bara" itself has many meanings, just as the restaurant does, but mostly focus.

Location: 100 E. 7th St. (bet. 1st & 2nd Aves.)
New York, NY 10003
Tel.: 212-420-0229 | www.bara-newyork.com





Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

- Coupons available at www.chopsticksny.com
- Checkmark NOT available to pick up

GROCERY

	MOM & Pop's & TIA's	Yamamoto	Danbo Matsuhisa West*	Yamamoto	Yamamoto	DAIBO
208 Broadway (bet. 14th & 15th St.)	Japanese	212-963-0023	407 W. 23rd St. (bet. 8th & 9th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)
15th Street			407 W. 23rd St. (bet. 8th & 9th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)
15th Street	Danbo Matsuhisa East*	Japanese	407 W. 23rd St. (bet. 8th & 9th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)
15th Street	Katagiri & Co Inc.*	Japanese	407 W. 23rd St. (bet. 8th & 9th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)
15th Street	NIKAGI*	Japanese	407 W. 23rd St. (bet. 8th & 9th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)
15th Street	Suzuki Matsu Midtown*	Japanese	101 E. 47th St. (bet. 3rd & 4th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)
15th Street	TEMIYA*	Japanese	209 E. 58th St. (bet. 3rd & 4th Aves.)	Japanese	212-759-1100	503 Madison Ave. (bet. 48th & 49th Sts.)

WHAT'S NEW AT KATAGIRI

Goufres from Kobe Fugetsudo

Japanese Goufres are delicate thin cookies that are layered with a variety of rich flavored creams.



Deli Section

A wide array of ready-to-eat home cooked Japanese food will be available for purchase by the weight.



Hanadaya Bakery

Bread and pastries from a highly acclaimed Japanese bakery. Hanadaya is now available. Their Japanese style breads, fruit danishes and sandwiches are especially popular.



Japan Premium Beef

Supreme U.S. Kobe beef can be purchased by the pound. Order online, get 10% off.



KATAGIRI
JAPANESE
GROCERY

224 E. 59th Street (bet. 2nd & 3rd Aves.)
212-755-3556 www.katagiri.com
Open 7 days: 10am-8pm

H Mart Hess All Hours

195-49th Street (bet. 1st & 2nd Aves.)

212-259-0023

Danbo Greenwich Village*

407 W. 23rd St. (bet. 8th & 9th Aves.)

212-759-1100

Japan Premium Beef

212-759-1100

MOM & Village*

15th Street (bet. 3rd & 4th Aves.)

212-759-1100

Fruit Fresh

212-759-1100

Suzuki Matsu Astor Plk.*

407 W. 23rd St. (bet. 8th & 9th Aves.)

212-759-1100

Yamamoto

212-759-1100

Resata Wines*

407 W. 23rd St. (bet. 8th & 9th Aves.)

212-759-1100

Tokyo Mart*

212-759-1100

Pearl River Mart*

101 E. 47th St. (bet. 3rd & 4th Aves.)

212-759-1100

Suzuki Matsu Soho*

407 W. 23rd St. (bet. 8th & 9th Aves.)

212-759-1100

Midoriya*

212-759-1100

Friendly Market*

212-759-1100

Yamamoto

212-759-1100

DAIBO

503 Madison Ave. (bet. 48th & 49th Sts.)

212-759-1100

H Mart Northern Blvd.

195-49th Street (bet. 1st & 2nd Aves.)

212-259-0023

H Mart Wilshire Park*

407 W. 23rd St. (Wilshire Park, bet. 7th & 8th Aves.)

212-759-1100

Delano-gyu*

2140 Astor Ave. (bet. 1st & 2nd Aves.)

212-759-1100

Tejo Isobe*

195-49th Street (bet. 1st & 2nd Aves.)

212-259-0023

H & Y Marketplace

607 Franklin Rd. Hell's Kitchen, NY 10036

212-625-0041

H Mart Great Neck*

407 W. 23rd St. (bet. 1st & 2nd Aves.)

212-759-1100

Nara Japanese Foods*

1001 Main Ave. Astoria, NY 11103

212-759-1114

Shin Nippori Do*

100-10 Nippon Ave. Aspinwall, PA 15209

412-263-1859

DAIBO

503 Madison Ave. (bet. 48th & 49th Sts.)

212-759-1100

Pop Mart Scarsdale*

101 W. 18th St. Scarsdale, NY 10583

914-273-4001

midoriya

Japanese mini market

New Japanese Convenience Store in Williamsburg

open 7 days 10am-11pm

Just a two-minute walk from Bedford Ave subway station
167 Ninth Street Brooklyn NY 11211 Tel 718-599-6800

DELICIOUS RAMEN MADE EASY AT HOME

-New packaging, same great taste!

SHOYU



Take a trip back 100 years.
Classic flavor of Tokyo since 1900.

TOKUTSU



Flavor of the South. Classic rich hearty Pork since 1947.

MISO



Flavor of the North. Classic bold Miso since 1955.

TARTAR



Revised with Chilli and Ground Sesame. Newest of the classic flavors of Ramen.



Distributed by Sun Maneki New Jersey, LLC.
131 North St. Union City, NJ 07087 201-268-1100 [sunmaneki.com](http://www.sunmaneki.com)

H Mart Katsudon*		
41 North Central Ave, Rosemont, IL 60018	Korean	
Tel: 847-675-1000		
Kame Seta Freshy*		
23 Seven Ave, 1st fl, Flushing, NY 11357	Korean	
Tel: 718-356-1000		
MUJIYA Market*		
10 W Central Park West, New York, NY 10020	Japanese	
Tel: 212-549-2121		
Shiseido*		
202-240 Madison Ave, New York, NY 10016	Japanese	
Tel: 212-685-0200		
Asian Market*		
177 Columbus Ave, Albany, NY 12203	Chinese	
Tel: 518-465-1801		
Fusing Sake*		
1349 Park Ave, White Plains, NY 10601	Japanese	
Tel: 914-682-1000		
H & Y Marketplace		
4205 Kingsbridge Ave, Bronx, NY 10463	Korean	
Tel: 718-386-0300		
H Mart Englewood		
360 Englewood Place, Englewood, NJ 07632	Korean	
Tel: 201-471-8025		
H Mart Little Ferry		
2400 Bergen Turnpike, Little Ferry, NJ 07643	Korean	
Tel: 201-934-0000		
H Mart Ridgefield		
201 Broad St., Ridgefield, CT 06877	Korean	
Tel: 203-435-0000		
Han-Moo Char*		
105 Lexington Ave, New York, NY 10022	Korean	
Tel: 212-537-0020		

J MART		
410 Avenue B, #100, New York, NY 10016	Japanese	
Tel: 212-517-1000		
Mitsuya Marketplace*		
200 2nd Ave, 2nd Fl, Midtown East, New York, NY 10016	Japanese	
Tel: 212-621-0110		
Ridgewood Freshens		
181 Pompton Dr, Ridgewood, NJ 07456	Japanese	
Tel: 201-675-0400		
Fuji Mart Greenhouse*		
1021 Park Ave, 2nd Fl, Gramercy Park, New York, NY 10022	Japanese	
Tel: 212-537-0100		
Mundo*		
385 E. 57th Street, Manhattan, NY 10022	Japanese	
Tel: 212-541-0025		

Union Square Wine & Spirits*		
160-162 3rd Ave, Union Square, New York, NY 10016	Spirits/ Bev'lage	
Tel: 212-510-1100		
Astor Wines & Spirits		
200 1st Avenue, New York, NY 10016	Spirits/ Bev'lage	
Tel: 212-537-0000		
SAKAYA*		
124 E. 5th St, New York, NY 10003	Spirits/ Bev'lage	
Tel: 212-537-0000		
St. Marks Wine & Liquor*		
19 St. Marks Place, New York, NY 10003	Spirits/ Bev'lage	
Tel: 212-537-0000		
East Village Wines		
100 Bowery, 2nd Fl, East Village, New York, NY 10002	Spirits	
Tel: 212-537-1700		
Bonita Wines*		
430 Madison Ave, 10th Floor, New York, NY 10022	Spirits/ Bev'lage	
Tel: 212-537-0000		
Gassanoya Wines*		
210 2nd Avenue, New York, NY 10016	Spirits/ Bev'lage	
Tel: 212-537-0000		
Smith and Wies		
280 Bowery, 2nd Fl, Smith and Wies, New York, NY 10010	Spirits	
Tel: 212-537-0000		
Allison's Wine & Liquor		
101 W. 4th Street, New York, NY 10014	Spirits/ Bev'lage	
Tel: 212-537-0000		

Global Trading Co., Inc.*		
14-16-18-20 2nd Avenue, New York, NY 10016	Spirits/ Bev'lage	
Tel: 212-537-0000		
JPC International Co., Inc.*		
100 5th Avenue, New York, NY 10018	Spirits/ Bev'lage	
Tel: 212-537-0000		
Nishimura Trading Co., Ltd.*		
102 5th Avenue, New York, NY 10018	Spirits/ Bev'lage	
Tel: 212-537-0000		
NY Mutual Trading Co., Ltd.*		
202 5th Avenue, New York, NY 10018	Spirits/ Bev'lage	
Tel: 212-537-0000		
Wine of Japan Import, Inc.		
238 Madison Avenue, New York, NY 10016	Spirits/ Bev'lage	
Tel: 212-537-0000		

OB American
All Natural Japanese
KNIVES &
over 100 kinds of
TABLEWARE
are available

Call 1-800-332-0000
All Knives 15% Off

Since 1956—

SEITO NEW YORK

412-2700 Service Counter, New York, NY 10111
Customer Service: Tel: 212-412-2415
Mail Order: Tel: 212-412-2415
Mon-Fri 10am-5pm Sat, 10am-4pm

Enjoy Hamburger Recipes With kikkoman®

Teriyaki Basic & Glaze with Honey & Pineapple

We've given teriyaki a twist by adding a hint of honey and a touch of tangy pineapple. Perfectly suited for grilling or broiling, or roasting poultry, meats and seafood, it also makes a tasty dipping sauce.



Turn up the heat on vegetables & sandwiches with spicy, creamy flavored dips & salad dressings. Put more zing in steaks, burgers, chicken.



Teriyaki Hamburger

INGREDIENTS

1 lb ground beef □ 1/2 cup Kikkoman Teriyaki Basic & Glaze with Honey & Pineapple

□ 1 package teriyaki sauce □ 1 onion sliced □ 1/2 cup onion, sliced

□ 1 hamburger bun □ 1/2 cup Kikkoman Wasabi Sauce □ 1/2 cup mayonnaise

□ 1/2 cup shredded lettuce

□ 1/2 cup shredded cheese

□ 1/2 cup sliced tomatoes

□ 1/2 cup sliced pickles

□ 1/2 cup sliced onions

□ 1/2 cup sliced bell peppers

□ 1/2 cup sliced mushrooms

□ 1/2 cup sliced green onions

□ 1/2 cup sliced jalapenos

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced yellow bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

□ 1/2 cup sliced red bell peppers

□ 1/2 cup sliced red onions

Seafood by the Seaside in Sea Bright, NJ

A quiet, quaintly-named borough of New Jersey's Monmouth County, Sea Bright is home to a dynamic destination restaurant, Yum! Chef Shuenn Yong creates "Neo-Asian" specialties that keep loyal locals coming back for more—and customers traveling here from Philadelphia, Staten Island, and Brooklyn. Sea Bright was first settled as a fishing community in the 1840s, but local waters are not the source of Yum's delicious seafood; it comes from many nautical miles away, via True World Foods (TWF). The chef has been true to TWF for his entire career. "I've been doing business with TWF for more than 20 years," he says. "I know I can trust their quality, and they know what kind of quality I'm looking for. If something is not perfect, TWF takes care of it right away." In addition to seafood, TWF supplies Yum! with key vegetable ingredients.

Yum!'s location inspires its most popular signature rolls: The Sea Bright combines tuna, salmon, yellowtail, avocado, cucumber, rice, Japanese mayo, and shaved bonito sprinkle. Ocean Avenue is not just Yum!'s address; it's also a roll made of shrimp tempura, spicy tuna, and avocado in soy paper. It's served with a medley of three different sauces, arranged on the plate in a rosette pattern, like little art. Customers spoon up the sauces even after the last maki piece is gone! Let other restaurants roll spicy tuna in rice; Chef Shuenn rolls it in thin slices of flute-fine red saffron, finishing with a drizzle of white truffle oil.

He designs each plate with the keen instincts of a decorator. *Tuna Sashimi Pizza* is a scallop pancake topped with big eye tuna; its ruby flesh diced to resemble fresh-chopped tonkatsu! It's cut into squares, Sicilian-style. "Our regular customers come in least once a week, and most of them order *Tuna Sashimi Pizza*. It's very popular," Chef Shuenn said. *Sesame Orange Salmon* is an off-menu item, but in-the-know customers always inquire; its rich taste is sublime. Black cod with miso looks like a bouquet, garnished with microgreens and edible flowers (also from TWF). The chef's design talents also found an outlet in Yum!'s decor. "I designed the whole restaurant," he says, indicating the walls, which he hand-painted.

"I love to mix Japanese ingredients with Chinese techniques," says the Taiwan-born chef, who aims for "yin-yang balance." He's catered events for New York City's biggest celebrities, including the cast of "Sex and the City" at the height of its popularity—but Chef Shuenn prefers his current location. "Here, I have a direct conversation with my customers." Yum! has enjoyed continuous popularity for nearly ten years, bravely withstanding shifting tides in the restaurant business, and one deadly superstorm: the restaurant closed its doors for seven months as it underwent reconstruction after flooding from Hurricane Sandy. But since reopening in 2013, it's been business as usual—and business is booming. It's easy to see why.



Mentaiko (cod roe) maki is seaweed-wrapped, plated to form a flower, and garnished with yellow, marinated salmon, fresh lime juice, and an eggplant-like citrus flower. Assorted nigiri maki, combined with raw ur-

chidori (bamboo skewer) maki.

Photo: Michael Hsu



Clockwise, from left: Mentaiko (cod roe) maki; Assorted nigiri maki; ur-

chidori (bamboo skewer) maki; lime-fennel Ocean Avenue Roll.



*Clockwise from above: *Sesame Orange Salmon*; *Prawn, Avocado, Miso, and Sesame Dashi Sashimi*; an off-menu item that is particularly delicious.*



Chef Shuenn Yong in the kitchen of his restaurant. He carefully designs to reflect the ingenuity and variety of his culinary repertoire.

Toro Nambu is exclusively distributed by

**TrueWorld
FOODS**

32-34 Peppetti Plaza Elizabeth, NJ 07208
TEL: 908-551-8000 | www.trueworldfoods.com
info@trueworldfoods.com

Please also find restaurants serving
Toro Nambu at www.toronombu.com

Yum!
1125 Ocean Ave.
Sea Bright, NJ 07788
TEL: 732-212-0881
www.yummies@yummienj.com

Upper East **Toboku 80***
241 E. 96th St. (bet. 3rd & 4th Ave.)
212-479-0200

Upper East **Toboya**
170 E. 82nd St. (bet. 1st & 2nd Ave.)
212-258-0400

Upper East **Weijine**
141 E. 81st St. (bet. Lexington & Park Ave.)
212-473-0800

Upper East **Wasabi Lobby**
1084 Lexington Ave. (bet. 72nd & 73rd)
212-363-4400

Upper East **YUKA***
1801 Park Ave. (bet. 86th-87th Sts.)
212-757-1000

Upper East **Yaku**
1501 York Ave. (bet. 87th & 88th Sts.)
212-849-1000

Midtown West **Go Sushi**
198 W. 57th St. (bet. 5th & 6th Ave.)
212-580-1000

Midtown West **GOD GO CURRY***
 The first Japanese restaurant of
Asia's most popular curry chain
and the only one in New York
since 1971. They specialize in
the best kind of chicken and have
over 100 enhanced items. Delivery service
available. Reservations required.
www.godgo.com

Midtown West **Hanazono Sushi**
1031 Madison Ave. (bet. 86th & 87th Sts.)
212-752-1000

Midtown West **Hana**
205 W. 42nd St. (bet. Broadway & 7th Ave.)
212-580-1000

Midtown West **Ikebana**
201 W. 52nd St. (bet. 6th & 7th Ave.)
212-313-0000

Midtown West **Inkarty**
201 W. 42nd St. (bet. 5th & 6th Ave.)
212-584-2121

Midtown West **IPPUDO NY WEST SIDE**
201 W. 51st St. (bet. 5th & 6th Ave.)
212-514-2200

Midtown West **ISO Mezzebar 96**
201 W. 50th St. (bet. 6th & 7th Ave.)
212-580-1000

Midtown West **Ishikawa**
201 W. 51st St. (bet. 5th & 6th Ave.)
212-545-0200

Midtown West **KATSUHAMADA**
404-405 W. 50th St. (bet. 5th & 6th Ave.)
212-580-0000

Midtown West **Kyoto Ichiban**
201 W. 50th St. (bet. 5th & 6th Ave.)
212-585-0000

Midtown West **Koi**
407 W. 50th St. (bet. 5th & 6th Ave.)
212-521-0000

Midtown West **Levi's 52***
201 W. 51st St. (bet. Broadway & 5th Ave.)
212-584-0700

Midtown West **Miso Sushi**
40-42 20th St. (bet. 1st & 2nd Ave.)
212-510-1000

Midtown West **Mooster Sushi**
212 W. 52nd St. (bet. 5th & 6th Ave.)
212-586-1000

Midtown West **Nobu**
201 W. 52nd St. (bet. Broadway & 5th Ave.)
212-580-1000

Midtown West **Nippon***
190 W. 51st St. (bet. 5th & 6th Ave.)
212-584-0000

Midtown West **NOBU SUSHI**
404-405 W. 50th St. (bet. 5th & 6th Ave.)
212-582-1000

Midtown West **SHABU SHABU KOMI***
210 W. 48th St. (bet. 5th & 6th Ave.)
212-594-4400

Midtown West **Oishi***
265 W. 46th St. (bet. 5th & 6th Ave.)
212-583-0000

Midtown West **Otaya Times Square**
197 W. 51st St. (bet. 5th & 6th Ave.)
212-584-0000

Midtown West **Saké Bar Nagi**
102 W. 44th St. (bet. 5th & 6th Ave.)
212-580-4400

Midtown West **Sashimi***
191 W. 48th St. (bet. 5th & 6th Ave.)
212-580-0000

Midtown West **SHABU SHABU KOMI***
210 W. 48th St. (bet. 5th & 6th Ave.)
212-594-4400

Spring Special Lunch Set



Our new menu lists
dishes along with their
portions to make your
meal selection easier!

Anberiya Akimotsu
213 E. 45th St. NYC / 212-967-5454
www.anberiyaakimotsu.com



NEW COLD GUACAMOLE RAMEN

Mon - Sat 11:30am - 4:00pm
Sun 11:30am - 10:30pm

open daily

500 (600) ml

IT EVEN MAKES YOUR CHOPSTICKS BETTER

One free bowl of ramen with the purchase of one bowl of ramen.

Hakata Ramen **NISHIDA SHO-TEN**
302 E. 49th St. (bet. 1st & 2nd Ave.)
www.nishidasho-ten.com Tel. 212-308-0791



HAPPY HOUR
All Close Drinks **50% OFF**

MON-FRI
11:30am-12pm
Mon-Sat
5:30pm-11:00pm
Sun & Holidays
5:30pm-10:30pm

Organic Young Chicken No MSG Broth
Everything Handmade

Unleashed (16oz) \$14.99
Bacon, Eggplant, Corn, Tomato, Broccoli, Onions, Potatoes

On The Rock (16oz) \$14.99
Hakata Ramen, Bacon, Eggplant, Corn, Tomato, Broccoli, Onions, Potatoes

SHINATA
150 E. 55th St. (bet. Lexington Ave.
#4-5 11:30am-10:30pm
#1 12:00pm-11:30pm
#3 11:00pm-11:30pm
212-255-2974 | Nishidasho-ten.com



How to Cook: Thai Jasmine Omelet Noodle

Want to learn how to cook? Check out our step-by-step cooking lessons for the most popular Thai dishes from Thailand's best chefs.

COOKING TIPS & TRICKS

Common mistakes: Don't add too many eggs to the batter. This will make the omelet too watery and less fluffy. Make sure the oil is hot enough before adding the eggs.

Equipment: You'll need a wok or a large frying pan, a whisk, and a wooden spoon.

1. Whisking the batter

Whisk the eggs until they are well combined. Add the salt and pepper, then whisk again. Make sure the eggs are well incorporated into the batter.

2. Cooking the omelet

Heat a wok or a large frying pan over medium heat. Add oil and let it heat up. Pour the egg mixture into the wok and spread it evenly. Cook until the edges are set, then flip the omelet over and cook the other side until it's golden brown.

3. Serving the omelet

Cut the omelet into small pieces and serve it with rice or noodles. You can also add some toppings like sliced onions, tomatoes, or cilantro to make it more flavorful. Enjoy!

How to Cook: Bok Choy Rice

Want to learn how to cook? Check out our step-by-step cooking lessons for the most popular Thai dishes from Thailand's best chefs.

COOKING TIPS & TRICKS

Common mistakes: Don't add too much salt to the rice. This will make it taste salty. Make sure the water is at the right temperature before adding the rice.

1. Boiling the rice

Boil the rice in a large pot of water until it is tender. Make sure the water covers the rice by about 1.5 inches. Bring the water to a boil, then reduce the heat to low and let it simmer for 15-20 minutes. Once the rice is cooked, turn off the heat and let it sit for 5-10 minutes. Fluff the rice with a fork before serving.



THINK EXOTIC TASTE

THINK THAILAND



Thai SELECT

RECIPE



Gaeng Kiew Wan Goong

Green Curry with Shrimps

- 1 cup coconut milk
- 1/2 cup lime juice
- 1/2 cup fish sauce
- 1/2 cup sugar
- 1/2 cup palm oil
- 1/2 cup lemongrass
- 1/2 cup kaffir lime leaves
- 1/2 cup galangal
- 1/2 cup red curry paste
- 1/2 cup green curry paste
- 1/2 cup lime leaves
- 1/2 cup kaffir lime leaves
- 1/2 cup lemongrass
- 1/2 cup palm oil
- 1/2 cup fish sauce
- 1/2 cup sugar
- 1/2 cup lime juice
- 1/2 cup coconut milk

COOKING TIPS & TRICKS
PREP TIME: 10 MINUTES | COOK TIME: 15 MINUTES | SERVINGS: 4



Pad Thai Goong Sod

Thai Pad Noodles with Shrimps

- 1 cup rice noodles
- 1 cup chicken broth
- 1 cup lime juice
- 1 cup fish sauce
- 1 cup sugar
- 1 cup palm oil
- 1 cup lemongrass
- 1 cup kaffir lime leaves
- 1 cup galangal
- 1 cup red curry paste
- 1 cup green curry paste
- 1 cup lime leaves
- 1 cup kaffir lime leaves
- 1 cup lemongrass
- 1 cup palm oil
- 1 cup fish sauce
- 1 cup sugar
- 1 cup lime juice
- 1 cup coconut milk

COOKING TIPS & TRICKS
PREP TIME: 10 MINUTES | COOK TIME: 15 MINUTES | SERVINGS: 4



Midtown West **Shabuza**
301 W. 49th St., 6th Fl., 8th Fl. (Avon)
212-580-1000

Midtown West **Soba Moppar***
101 W. 49th St., 6th, 8th & 10th Avns.
212-499-1000

Midtown West **Sophyros**
281 W. 49th St., 10th Floor, 33rd Avn.
212-580-1000

Midtown West **Sushi Sama**
990 5th Ave. (Av. C), 10th Fl. (Avon)
212-591-1000

Midtown West **Sushi of Ganshi**
381 W. 49th St., 6th, 8th & 10th Avns.
212-582-1000

Midtown West **Sushi Sakuza**
128 E. 49th St., 6th, 8th & 10th Avns.
212-625-1000

Midtown West **Sushi Zan**
101 W. 49th St., 6th, 8th & 10th Avns.
212-209-1000

Midtown West **Suzukaze***
101 W. 49th St., 6th, 8th & 10th Avns.
212-580-2000

Midtown West **Tessuya***
201 W. 56th St. (Av. D, 6th & 8th Avns.)
212-249-1000

Midtown West **TIGAKI***
580 5th Ave. (Av. C), 36th & 40th Fls.
212-580-1001

Midtown West **Tokko Ramen Bar**
400 5th Ave. (Av. C), 10th Fl. (Avon)
212-580-1000

Midtown West **Totto Ramen W. 52nd**
411 W. 49th St., 6th, 8th & 10th Avns.
212-580-1000

Midtown West **Totto Ramen W. 52nd**
384 W. 52nd St., 6th, 8th & 10th Avns.
212-687-1000

Midtown West **Vektor TOTTO**
281 W. 52nd St., 6th, 8th & 10th Avns.
212-249-4000

Midtown West **Yamato Sushi***
1000 Madison Plaza, Concourse Level
212-580-1000

Midtown East

Midtown East **Aburiya Kamegoya***
2711 3rd Ave. (Av. C, 6th & 8th Avns.)
212-583-1000

Midtown East **Anita Sushi**
1407 3rd Ave. (Av. C, 6th & 8th Avns.)
212-583-1000

Midtown East **Anzu***
21 W. 40th St., 6th Floor (Avon & 8th Avns.)
212-411-1000

Midtown East **Gyo-Katsu***
100 3rd Ave. (Av. C, 6th & 8th Avns.)
212-583-1000

Midtown East **Hobohaus**
The Grandview of Fort Lee, 1st Fl.
212-490-1111

Midtown East **Hotei**
280 Park Ave. (Av. C), 10th Fl.
212-420-0000

Midtown East **Hobohaus**
127 45th St., 10th Fl. (Avon & Hoboken)
212-580-2000

Midtown East **Hide-Chan Ramen**
1441 5th Ave. (Av. C), 10th & 12th Floors
212-472-1000

Midtown East **HIMATA**
1401 5th Ave. (Av. C), 10th & 12th Fls.
212-580-2424

Midtown East **Hinode Japanese Fusion**
501 5th Ave. (Av. C), 10th & 12th Fls.
212-446-1000

Midtown East **Izakaya Aspirado**
1294 5th Ave. (Av. C), 10th & 12th Fls.
212-580-1000

Midtown East **Izakaya Roko**
411 5th Ave. (Av. C), 6th & Lexington Ave.
212-580-0004

Midtown East **Juku**
201 E. 53rd St., 6th, 8th & 10th Avns.
212-580-1000

Midtown East **Kayasa**
105 E. 49th St., 6th, 8th & 10th Avns.
212-580-0000

Midtown East **KATSUJINMACHI***
121 E. 49th St., 6th, Madison & 8th Avns.
212-580-1000

Midtown East **Kokage**
1407 3rd Ave. (Av. C, 6th & 8th Avns.)
212-583-1000

Midtown East **Kurasu Zushi**
11 E. 40th St., 2nd Fl., 6th & Lexington Ave.
212-581-1000

Midtown East **NBAP**
100 5th Ave. (Av. C), 6th & Lexington Ave.
212-580-0000

Midtown East **Nippori***
101 E. 53rd St., 6th, 8th & Lexington Ave.
212-580-0000

Lunch Time Special
Bara Chirashi Set \$10

Service with hot or cold sake required
Not applicable to alcohol
Offer applies to weekday
limited to 20 sets per day.

Customer service department
212-580-2424

SOYA TOTTO
201 E. 53rd St., 6th Fl.
Lunch & Dinner
Mon-Fri 11:30am-11pm
Sat-Sun 11:30am-10pm

HIDE-CHAN RAMEN
501 5th Ave. (Av. C), 10th & 12th Fls.
Lunch & Dinner
Mon-Fri 11:30am-11pm
Sat-Sun 11:30am-10pm



THE JAPANESE PEOPLE'S RAMEN DESTINATION

HAPPY HOUR!
1/2 Price on Select Main Dishes
Sapporo Draft Beer \$8.99
All Japanese and Domestic Beer \$10.99
HIDE-CHAN RAMEN
240 E. 53rd St., 2nd Fl., 6th, 8th & 10th Avns. 212-613-1000

Free Extra Noodles
From 4pm-8pm
Monday-Friday

Mitsukoshi East	Nikkei Shabu
Sushi & Sashimi are recommended with eggs & vegetables at dinner.	
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211, www.mitsukoshi.com	\$100 L \$120 D
Mitsukoshi East	Yakiniku

Mitsukoshi East	Yakiniku
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D
Mitsukoshi East	Ramen Teishoku*

Mitsukoshi East	Ramen Teishoku*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Sakagura*
Kiryaku Sushi are recommended with eggs & vegetables at dinner.	
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D
Mitsukoshi East	Yakiniku GEN*

Mitsukoshi East	Yakiniku GEN*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Shabu-shabu*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Shabu-shabu*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Toro TOTTO
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Sushi Time
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Sushi Now*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Sushi King
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D
Mitsukoshi East	Sashimono*

Mitsukoshi East	Sashimono*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	TORI JAZZ
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Toro Ramen & Sashimi
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Wok & Wok Izakaya
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Yakimono GEN*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	YAMATO Restaurant
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Yamakage Tokyo
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Mitsukoshi East	Korea Town
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Korean Town	Ichi Ume Restaurant*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Korean Town	Itzakaya MWB*
190 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Korean Town	Korekyo
240 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Korean Town	Toyoza Sushi
240 E. 42nd St., 10th Fl., New York, NY 10017 212-529-2211	\$100 L \$120 D

Chelsea	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	Online Order Available
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	Available

Chlesia	Curry & Grilled
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	Available

Chlesia	Delivery System
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	Available

Chlesia	AA Ika-Don Sushi
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D
Chelsea	Curry & Grilled

Chlesia	Curry & Grilled
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	Agoza Ramen*
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	Asuka Sushi*
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	Bite Gingers
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	Cherry
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	Chop Suey*
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO! GO! CURRY!
190 W. 23rd St., 10th Fl., New York, NY 10010 212-549-2211	\$100 L \$120 D

Chlesia	GO!

Gramercy	Cheese"
Private Room 80 1980 St 1 23-440 9100	\$10-\$15 Lunch
Gramercy	Hot
280 1st Ave (bet 25th & 26th) 212-541-0789	\$10-\$15 Lunch
Gramercy	Mezo
290 Park Ave E bet 5th & 6th Sts 643-472-1100	\$10-\$15 Lunch

Gramercy	Kubota Sushi East"
290 Madison Ave bet 3rd & 4th Sts 212-540-2089	\$20-\$25 Lunch
Gramercy	Mitsumi"
180 Lexington Ave bet 5th & 2nd Sts 212-541-1240	\$20-\$25 Lunch
Gramercy	Momokawa
151 E 39th St bet 3rd & Lexington Ave 212-549-7030	\$20-\$25 Lunch

Gramercy	Sakemi
180 Lexington Ave bet 2nd & 3rd Sts 212-463-2290	\$20-\$25 Lunch
Gramercy	Sakae SAMEA
280 Park Ave 2 floor 15th St 212-449-0483	\$20-\$25 Lunch
Gramercy	Sakae SEN-NIN
36 E 23rd St bet Park St & Madison Ave 212-542-2220	\$40-\$45 Lunch

Gramercy	YAMA Restaurant
122 E 118th St bet Avenue P & 1st Ave 212-473-2400	\$20-\$25 Lunch
West Village	Cho Cho San"

West Village	Cho Cho San"
154 W 8th St bet 6th & 7th Aves 212-473-3203	\$20-\$25 Lunch
West Village	Dept Restaurant *
115 Macdougal St bet Mercer St & 212-462-2700	\$20-\$25 Lunch
West Village	EN Japanese Desserts
425 Avenue A bet Jersey St. 212-449-0736	\$10-\$15 Lunch

West Village	GOT GOT DUNNY!"
	Address: 100 Greenwich Street Phone: 212-431-1000 Email: info@gotgodynny.com Website: www.gotgodynny.com
West Village	Hotaku Teasen*
117 Great Jones St bet 4th & Bowery Sts 212-982-2000	\$20-\$25 Lunch
West Village	Mozzani
180 Ludlow St bet Bowery & 2nd St 212-431-2400	\$20-\$25 Lunch

West Village	Mitsudo"
520 Hudson St bet 13th & 14th Sts 212-520-2000	\$20-\$25 Lunch
West Village	Miyabi
160 Madison Ave bet Madison & 2nd Sts 212-420-1000	\$20-\$25 Lunch
West Village	Miyaji
200 W 13th St bet 6th & Greenwich Ave 212-420-2000	\$20-\$25 Lunch
West Village	Nigessu
125 Henry St bet Thompson & Silver Sts 212-361-1226	\$20-\$25 Lunch

West Village	Komesu Takumi"
184 W 11th St bet 6th & 7th Aves 212-473-1223	\$20-\$25 Lunch
West Village	Komesu-No Wurst Deli
103 W 1st St bet Madison & 2nd St 212-431-4400	\$20-\$25 Lunch
West Village	Komesu-No Wurst Deli
101 W 1st St bet 6th & 7th Aves 212-431-4400	\$20-\$25 Lunch

West Village	Komesu Takumi"
184 W 11th St bet 6th & 7th Aves 212-473-1223	\$20-\$25 Lunch
West Village	Recklessenes"
118 Mercer St bet 4th & Beekman Sts 212-431-2700	\$20-\$25 Lunch
West Village	Sakai
247 Mercer St bet 4th & 5th Sts 212-431-0000	\$20-\$25 Lunch

Spicy Kara-age Don \$10

An amazing combination of spicy sauce on top of fried chicken and cheese over rice. This dish is delicious!

Authentic Japanese food at a reasonable price
menjyu 40 E. 118th St. (bet. 6th Ave & Broadway) | Tel: 646-336-7021
Mon-Fri: 11:30am-10pm Sat & Sun: 12pm-7pm

West Village	Sora
281 West 8th St bet 4th & Washington Pl 212-414-3000	\$20-\$25 Lunch
West Village	Sushi Momo
200 Madison St. (bet. Jersey & Greenwich Sts) 212-420-0001	\$20-\$25 Lunch
West Village	Sushi Nawa
254 W 10th St (bet 5th & 6th Aves) 212-420-2000	\$20-\$25 Lunch

West Village	The Tokyo Tapas Co.
240 West 10th St bet 5th & 6th Aves 212-252-0200	\$20-\$25 Lunch
West Village	Tororo Sushi
102 Mercer St (bet Houston & Beekman Sts) 212-431-1240	\$20-\$25 Lunch

West Village	Umechi Shippo"
103 W 10th St bet 4th & Washington Pl 212-420-0001	\$20-\$25 Lunch
West Village	Utsukusamura
100 Mercer St (bet Houston & Beekman Sts) 212-252-0400	\$20-\$25 Lunch
West Village	Yakiniku West
218 East 2nd Street (212) 967-1628	\$20-\$25 Lunch

East Village	Ashiya
141 E 10th St bet 3rd & 4th Aves 212-250-2000	\$20-\$25 Lunch
East Village	Bacon Berlin
191 E 1st Street 10th St bet 1st & 2nd Aves 212-473-0001	\$20-\$25 Lunch

KURO-OBI
BY IPPUDO NY

Now Open

104 W 1st Street, New York, NY
Old Plaza on 10th NYC
Sun-Wed 11:30am-11:30pm
Thu-Fri 11:30am-11:30pm

PREMIUM KOBE BEEF

YAKINIKU WEST
218 East 2nd Street
(212) 967-1628

SPECIAL DISCOUNT

Steak & Wine	10% off Dinner Mon-Fri 5:30pm - 8:30pm
Meat & Wine	10% off Dinner Mon-Fri 5:30pm - 8:30pm Friday Dinner \$10.95 - \$12.95 Friday Dinner \$12.95 - \$15.95 Meat & Wine \$10.95 - \$12.95
FAMILY DINNER	10% off Dinner Mon-Fri 5:30pm - 8:30pm 10% off Sunday Brunch Meat & Wine \$10.95 - \$12.95 - \$14.95

HAPPY HOUR
EVERYDAY 5-7PM
Half Price of Kebab, Beef Skewers,
Large Fry Salad, and
Sides & Soups of Salads

East Village	HONK ST
180 St Marks Pl, between Avenue A & Ave B	\$25-\$150
212.251.2688	

East Village	Chaku
Darling is the new hot spot from Chaku Japan and it's all about original hand-crafted ingenuity presented. The Dory Special Sushi, Kushi-in-Kosuke, and Kushi-in-Toro are some of their specialties. You can't go wrong with their握壽司 (握壽司) or握天妇羅 (握天妇羅).	\$25-\$150
180 St. Marks Pl (bet. 2nd & 3rd Ave.)	
212.424.0000	www.chaku-nyc.com
East Village	Cho-ki Restaurant
12 St. Marks Pl (bet. 2nd & 3rd Ave.)	\$15-\$100
212.420.0405	

East Village	Curry-Ya
Hot Curry with a twist! The 24 varieties of Curry Ya's Japanese Curry range from creamy to spicy, with a variety of toppings and sides to complement each dish. You can't go wrong with their Curry Rice, Curry Don, or Curry Ramen.	\$25-\$150
210 St. Marks Pl (bet. 2nd & 3rd Ave.)	
212.420.0500	
East Village	Okonomi

East Village	Okonomi
229 St. Marks Pl (bet. 2nd & 3rd Ave.)	\$25-\$150
212.323.7849	

East Village	Gyo-Bakery*
28 Clinton St, bet. 9th & 10th Aves.	\$25-\$150
212.415.5788	

East Village	Hausoku*
250 E. 10th St (bet. 2nd & 3rd Aves.)	\$40-\$150
212.429.2227	

East Village	H-Galler
214 E. 10th St (bet. 2nd & 3rd Aves.)	\$25-\$150
212.211.1018	

East Village	Hot Pot
100 St. Marks Pl (bet. 2nd & 3rd Ave.)	\$25-\$150
212.420.5711	

East Village	IPPIPO NY
83 St. Marks Pl (bet. 1st & 2nd Aves.)	\$25-\$150
212.420.4000	

East Village	IRWIN Sushi*
212.520.0010 (bet. 2nd & 3rd Aves.)	\$25-\$150
212.259.0520	

East Village	Izakaya
206 East 1st Street (bet. 2nd & 3rd Aves.)	\$40-\$150
212.420.2704	

East Village	JEWEL BABU
206 E. 1st St., bet. 2nd & 3rd Aves.	\$40-\$150
212.250.0003	

East Village	Katsushi Famous House*
201 E. 10th St (bet. 1st & 2nd Aves.)	\$25-\$150
212.250.3200	

East Village	Kekko*
26 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.254.4983	

East Village	Kensaku
St. 124 Ave. bet. 10th & 11th Sts.	\$25-\$150
212.253.0289	

East Village	Kipu
180 St. Marks Pl (bet. 2nd & 3rd Ave.)	\$25-\$150
212.253.4141	

East Village	Map a Phone Booth
21 St. Marks Pl (bet. 2nd & 3rd Ave.)	\$25-\$150
212.253.0000	

East Village	MIMOA
100 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.0202	

East Village	Noodle Cafe Zen*
20 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	OBY Teiichi*
110 St. Marks Pl (bet. 2nd & 3rd Ave.)	\$25-\$150
212.250.4949	

East Village	Otome Gochisoza
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Osakase - Ito-douji*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Ramen
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Ramen Kotsu
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Karen Misoza New York
121 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.247.1200	

East Village	Reisen Sengoro*
184 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.249.1144	

East Village	Eat Burger Yakiniku
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sake Bar Osechi
204 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sake Bar Saito
191 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Shabu-Tatsu*
204 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sobaikan*
100 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sashimi*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sake East & Kaga*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sense Restaurant*
200 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sushi Boys*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Sushi Lounge*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Tokobetsu East Village*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Unzen West*
11 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Yakitori Teisha*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Yaki Sushi*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Zen*
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Ajisen Ramen*
14 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Azura
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	Bistro
101 St. Marks Pl (bet. 2nd & 3rd Aves.)	\$25-\$150
212.250.4949	

East Village	**GO GO CURRY***

<tbl_r cells="2" ix="3" max

Lower Manhattan	Restaurants*
28 Broadway St. (at West St.)	\$10-\$15
212.269.1111	
Lower Manhattan	Elevate Restaurant*
102 Greenwich St. (between W. Broadway & W. Houston St.)	\$10-\$15
212.225.2200	
Lower Manhattan	150 East Downtown*
60 Pier St. (between W. Houston St. & W. Broadway)	\$10-\$15
212.224.1111	
Lower Manhattan	Kings
27 South Street (between W. Broadway & W. Houston St.)	\$10-\$15
212.728.0100	
Lower Manhattan	Molino
205 Moore St. (bet. Canal & Hester Sts.)	\$10-\$15
212.226.4441	
Lower Manhattan	NY Sushi Bar
101 Greenwich St. (bet. W. Houston & W. Broadway)	\$10-\$15
212.728.0207	
Lower Manhattan	Santoku
200 Broadway (between Canal & Houston Sts.)	\$10-\$15
212.226.2200	
Lower Manhattan	Sushi Saku
102 Greenwich St. (bet. Canal & W. Houston St.)	\$10-\$15
212.224.4400	
Lower Manhattan	Velvetine
100 Greenwich St. (bet. Canal & W. Houston St.)	\$10-\$15
212.224.1100	
Lower Manhattan	Vogpresso
184 Thompson St. (bet. Sullivan & Greenwich St.)	\$10-\$15
212.227.7000	

Tribeca		Soho		Brooklyn	
Tribeca	Bistrotoke	Soho	Hiroko's Place	Brooklyn	Gado*
200 Greenwich St. (bet. Duane & W. Houston St.)	\$20-\$25	270 Greenwich St. (bet. Hudson & Spring Sts.)	\$20-\$25	235 Franklin Ave. (between Nostrand & No. 1 St.)	\$10-\$15
Tribeca	ENOMI*	Soho	Dinner	Brooklyn	Hiro Japanese Restaurant
254 Hudson St. (bet. Canal & Duane St.)	\$20-\$25	214 Thompson St. (bet. Prince & Spring Sts.)	\$20-\$25	222 Franklin St. (bet. Nostrand & No. 1 St.)	\$10-\$15
Tribeca	NOBU	Soho	Spago Soho*	Brooklyn	IZAKAYA no SMITH
212 Hudson St. (bet. Canal & Duane St.)	\$20-\$25	212 Hudson St. (bet. Prince & Spring Sts.)	\$20-\$25	148 Franklin Ave. (between Nostrand & No. 1 St.)	\$10-\$15
Tribeca	NOBU NEXT DOOR	Tribeca	Terri*	Brooklyn	Macayo's
180 Hudson St. (bet. Franklin & S. W. Houston St.)	\$20-\$25	212 Hudson St. (bet. Canal & W. Houston St.)	\$20-\$25	102 Franklin Ave. (bet. Nostrand & No. 1 St.)	\$10-\$15
Tribeca	Rasengan	Tribeca	Ami Saku*	Brooklyn	Meza
212 Hudson St. (bet. Canal & W. Houston St.)	\$20-\$25	212 Hudson St. (bet. Canal & W. Houston St.)	\$20-\$25	102 Franklin Ave. (bet. Nostrand & No. 1 St.)	\$10-\$15
Tribeca	Sukiyaki	Tribeca	Boca	Brooklyn	Naruto Ramen
211 Davis St. (bet. White & Houston Sts.)	\$20-\$25	200 Greenwich St. (bet. Canal & W. Houston St.)	\$20-\$25	200 Franklin Ave. (bet. Nostrand & No. 1 St.)	\$10-\$15
Tribeca	Takachihi Tribeca*	Tribeca	Crawfish*	Brooklyn	Renzo Yellow*
180 Greenwich St. (bet. Canal & W. Houston St.)	\$20-\$25	200 Greenwich St. (bet. Canal & W. Houston St.)	\$20-\$25	200 Franklin Ave. (bet. Nostrand & No. 1 St.)	\$10-\$15
Tribeca	Zuma*	Tribeca	Gems	Brooklyn	SAU + CHARCOAL
212 Hudson St. (bet. Canal & W. Houston St.)	\$20-\$25	212 Hudson St. (bet. Canal & W. Houston St.)	\$20-\$25	212 Franklin Ave. (bet. Nostrand & No. 1 St.)	\$10-\$15

GREENWICH VILLAGE DOTOTOYA NOW OPEN!
41 E. 11th St. www.dototoya.us 212-473-4300

FREE ICE CREAM
"Bring the coupon and get a free scoop of soft serve! 11 unique soft-serve flavors available in group '10' from customer only." *(Not valid 12/1/14-1/15. Total entry of 1000 entries.)*

NEW ARRIVAL
SIGNATURE BUBBON NOODLE AND FISH BELLY
SUSHI
212.224.2200 (bet. Canal & W. Houston St.)
212.224.2200 (bet. Canal & W. Houston St.)
www.dorototyachina.com

PARK SLOPE
MICHELIN Guide Recommended 2015
New York's Best! In Coast-to-Coast Restaurants edition
Hello All Brooklynites!
OPENING SOON!
101 E. 8th St. (bet. Nostrand & No. 1 St.)
212.277.8777
★ Come by our early next week for our location test.
101 E. 8th St. (bet. Nostrand & No. 1 St.)
212.277.8777

ORO
Exclusively on Fridays and Saturdays
Daily Late Night Menu
Have you tried it yet?
(ONLY FR & SAT 12:00AM UNTIL CLOSE)

Beef Tacos	\$13	Tuna Tacos	\$16
Ahi Tacos	\$16	Mussoeno Rollups	\$16
Fish Tacos	\$14	Shrimp Tacos	\$15
Tempo Chahan	\$11	Tuna Gyoza Rice Ball	\$13



BROOKLYN
EDOMAE CHIRASHI
Authentic Sushi in Park Slope

PAR
244 Flatbush Ave., Brooklyn, NY 11217
TEL: 718.380-5240
www.brooklynsushi.com

Brooklyn Sapporo Nines Japanese

627 Washington Ave (bet Degraw/Marion Ave) • 718-383-0121

Brooklyn Sushi Kazumi

251 7th Ave (bet Fulton St.) • 718-768-0428

Brooklyn Tenzan

21 W 3rd Ave (bet 1st & 2nd Sts) • 718-429-2728

Brooklyn Zenkichi®

219 6th St. (bet. Seny St. & Wythe Ave)

718-235-0795

Brooklyn Zuzu Ramen

73-08 Ave 30 (bet 50th & 51st Sts)

718-269-0472

Queens

Queens Aji Japanese Concepts

2nd flr. Jensen's Rest. Annex, 301 W 180 St

718-321-0293

Queens Ayase Ramen®

36-12 Flushing Ave, 1st flr. Bed-Stuy, NY 11234

718-260-7111

Queens AMYOSH®

40-17 30th Ave (bet 30th & 31st Sts)

718-429-2094

Queens gomashii®

3440 3rd Ave, Astoria, NY 11105

718-268-1264

Queens Hideto Japanese Restaurant

10-20 Jackson Ave, Long Island City, NY 11101

718-260-1052

Queens Hinomaru Ramen

10-44 Banan Rd., Astoria, NY 11105

718-265-0843

Queens KATSUJI®

15-07 Maspeth Rd., Astoria, NY 11102

718-267-0283

Queens Kento Sushi

182-17 Utica St., Ridgewood, NY 11334

718-386-3751

Coney

Coney UMINO Werks Sushi™

251-33 Freshwater Ave, Coney Island

718-267-4221

Coney Matsu Sushi™

347-1500 Rock Ave, Astoria, NY 11105

718-261-2001

Coney Okin Sushi

344-02 Freshwater Ave, Coney Island

718-261-4245

Coney Pekin Ramen™

160-15 Freshwater Ave, Coney Island

718-445-0200

Coney Ramen Gokoku™

340-02 Freshwater Ave, Coney Island

718-261-2111

Coney Saito Tuna Shabu™

73-05 3rd Avenue, Coney Island

718-261-1557

Coney SUSHI ISLAND®

10-12 Juanita Rd, Coney Island

718-262-3282

Coney Sushi Rose®

247-11 Freshwater Ave, Coney Island

718-261-1655

Coney Takemoto®

344-01 Freshwater Ave, Coney Island

718-261-4252

Coney Tenka Sushi®

160-02 Freshwater Ave, Coney Island

718-261-0805

Coney Udon West

160-02 Freshwater Ave, Coney Island

718-261-2004

Coney Watson Sushi™

30-10 Deauville St., Astoria, NY 11105

718-264-0200

Long Island

Long Island Iwate Japanese Steakhouse*

8-100 St. Nickolas Dr., Wantagh, NY 11795

516-247-1043

Long Island Katsuya Restaurant*

200-15 Merrick Rd., Wantagh, NY 11795

516-241-0200

Long Island Keso

602 Merrick Rd., Cinnery Beach, NY 11795

516-249-0423

Long Island Katsuya®

100-15 Merrick Rd., Wantagh, NY 11795

516-247-0000

Long Island Kurokawa*

100-15 Merrick Rd., Wantagh, NY 11795

516-247-0000

Long Island Matsunaga Restaurant*

1000 Merrick Rd., Sunbeam City, NY 11795

516-241-0284

Long Island Nishimura Teppanyaki®

31-1017 10th Ave, Elmhurst, NY 11370

718-263-0449

Long Island Takiemon®

160-15 Freshwater Ave, Coney Island

718-261-4252

Long Island Tenka Sushi®

160-02 Freshwater Ave, Coney Island

718-261-0805

Long Island Udon West

160-02 Freshwater Ave, Coney Island

718-261-2004

Long Island Watson Sushi™

30-10 Deauville St., Astoria, NY 11105

718-264-0200

Long Island

Long Island Benihana®

100-15 Merrick Rd., Wantagh, NY 11795

516-247-1043

Long Island Gyu-Kaku®

161 Merrick Rd., Elmhurst, NY 11370

718-261-0270

Long Island Hapa®

201 Merrick Rd., Wantagh, NY 11795

516-247-0411

Long Island Kizoku®

200 Merrick Rd., Wantagh, NY 11795

516-247-0275

Long Island Koenji®

161 Merrick Rd., Wantagh, NY 11795

516-247-0200

Long Island Matsui®

201 Merrick Rd., Wantagh, NY 11795

516-247-0200

Long Island Noda®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Nishimura Teppanyaki®

31-1017 10th Ave, Elmhurst, NY 11370

718-263-0449

Long Island Oshino®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Saito®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Sansei®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Shiro®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Sushi Ichiba®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Tako Sushi®

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Tonkotsu Ramen

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yakiniku

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

718-261-0270

Long Island Yodobashi

160-15 Freshwater Ave, Coney Island

Upstate			
New Jersey	Kiba House	14-211 Washington Ave., Port Chester NY 10573 914-274-4700	240 L
New Jersey	Mitas House	300 Route 9W, Paramus NJ 07652 201-227-2205	240 L
Upstate MT-RJU Steak House			
New Jersey		276 Broadway #14, White Plains NY 10601 914-681-4700	240 L
Upstate Saito			
New Jersey		178 Franklin Ave., Hoboken NJ 07030 201-529-0140	240 L
New Jersey Asahi Japanese*			
New Jersey		145 E. 14th St., New York NY 10003 212-944-0112	240 L
New Jersey Daishaku*			
New Jersey		100 Morris Ave., Morristown NJ 07960 973-258-1200	240 L
New Jersey East Japanese			
New Jersey		1005 Newark Ave., Newark NJ 07104 201-655-1200	240 L
New Jersey Hachi Sushi*			
New Jersey		12 Lawrence St., Paterson NJ 07524 201-464-1454	240 L
New Jersey Hogo Sushi Express*			
New Jersey		2500 Carter Ave., AIA 17th Floor, No. 07001 201-455-0000	240 L
New Jersey Hoshina Lounge*			
New Jersey		28 Montgomery St., Jersey City NJ 07302 201-324-1000	240 L
New Jersey Ichi Umi Restaurant			
New Jersey		382 Madison Ave., Hoboken NJ 07030 201-666-5500	240 L
New Jersey ICEDAN			
New Jersey		200 Broadway, Am. IV, Newark NJ 07105 201-622-2121	240 L
New Jersey Jester Restaurant*			
New Jersey		100 Cedar Street, Bala Cynwyd PA 19004 215-685-0700	240 L
New Jersey Kaisensei*			
New Jersey		201 Palisade Ave., Elmsford NY 10523 914-274-4667	240 L
New Jersey Kaisengrill*			
New Jersey		150 Montgomery St., Jersey City NJ 07302 201-202-0001	240 L
New Jersey Kaisengrill Inn*			
New Jersey		150 Montgomery St., Jersey City NJ 07302 201-202-0001	240 L
New Jersey Kyuden Sushi*			
New Jersey		200 Parkwood Ave., Wallingford CT 06492 203-293-7100	240 L
New Jersey Matsus Sushi & Grill*			
New Jersey		11 W. Main St., Allendale NJ 07401 201-224-0700	240 L
New Jersey Meister Sushi*			
New Jersey		203 Springfield Ave., Dumont NJ 07628 201-766-7100	240 L
New Jersey Relais Japonais			
New Jersey		200 Main St., Parsippany NJ 07054 201-351-0500	240 L
New Jersey Sakura House*			
New Jersey		420 Kingsland Ave., Holmdel NJ 07733 201-461-0100	240 L

Santoku (Manhattan)			
New Jersey		330 Hudson St., Manhattan NJ 10013 212-979-1000	240 L
Santoku Sushi (Midtown)			
New Jersey		105 Hudson St., Manhattan NJ 10013 212-979-1000	240 L
Sushi Tezuka*			
New Jersey		515 Hudson St., Jersey City NJ 07302 201-220-0200	240 L
TATSUJI*			
New Jersey		1399 Avenue of the Americas, Manhattan NY 10019 212-310-0202	240 L
Tezuka Sushi*			
New Jersey		100 Hudson St., Jersey City NJ 07302 201-220-0200	240 L
Toyo Restaurant			
New Jersey		100 Roosevelt Ave., Hoboken NJ 07030 201-221-0000	240 L
Yakatori 20*			
New Jersey		2800 3rd Avenue, Asbury Park NJ 07712 732-475-0204	240 L
Yamagata Restaurant*			
New Jersey		1300 Hudson Ave., Jersey City NJ 07304 201-655-0400	240 L
Connecticut			
Connecticut Ales			
Connecticut		301 Connecticut Ave., Greenwich CT 06830 203-441-1100	240 L
Connecticut Kazu			
Connecticut		510 Main St., Naugatuck CT 06770 203-493-1229	240 L
CAFE			
Upper West Board Projects Upper W.			
Upper West		2000 Broadway, New York NY 10036 212-580-6700	Green Plate
Upper East Choux Factory			
Upper East		1495 1st Ave., New York NY 10028 212-756-0000	Green Plate
Midtown West Cafe Zuppa Macaroni W.			
Midtown West		150 5th Ave., New York NY 10019 212-580-6700	Bakery
Midtown East Bebe Cafe			
Midtown East		140 1st Ave., New York NY 10003 212-420-0000	Bakery
Midtown East Cafe Zuppa Macaroni E.			
Midtown East		141 E. 42nd St., New York NY 10017 212-701-0000	Bakery
Midtown East Choux Factory			
Midtown East		181 E. 42nd St., New York NY 10017 212-701-0000	Green Plate
Midtown East IFFOOD TEA			
Midtown East		129 5th Ave., New York NY 10019 212-580-6700	Japanese Tea
Midtown East Mississipi Kitchen			
Midtown East		108 Madison Ave., New York NY 10016 212-580-5557	Japanese/Korean
Park St. Bistro Cafe Zuppa East Village			
Park St.		110 Cooper St., New York NY 10003 212-256-1200	Bakery
East Village Chikinhouse			
East Village		201 14th St., New York NY 10003 212-420-0000	Japanese
East Village PAMIX			
East Village		E 14th St., New York NY 10003 212-701-1000	Bakery

Yoga Tree Gardens			
Lower West		87 Day St., New York NY 10013 212-226-0000	Jazz Bath
Sweet Dynasty			
Sweet Dynasty		141 Hudson St., New York NY 10013 212-965-1000	Non-smoking
Mitsukoto Ryokan*			
Mitsukoto Ryokan		501 Hudson St., New York NY 10013 201-221-0200	Japanese
New Jersey Pensation			
New Jersey		250 Main St., Parsippany NJ 07054 201-580-1818	Bakery
Bebe Cafe			
Bebe Cafe		103 Avenue of the Americas, New York NY 10013 212-420-0000	Green Plate
KARAOKE			
Upper West Nag's			
Upper West	Nag's	100 Hudson St., New York NY 10013 212-965-1000	Japanese
Midtown West Yaki 20*			
Midtown West	Yaki 20*	203 W. 57th St., New York NY 10019 212-580-5557	Japanese
Midtown East Bebe Sushi Plus*			
Midtown East	Bebe Sushi Plus*	101 E. 42nd St., New York NY 10017 212-580-5552	Japanese
Midtown East Japen 20*			
Midtown East	Japen 20*	101 E. 42nd St., New York NY 10017 212-580-5550	Japanese
Midtown East Karoke Direct*			
Midtown East	Karoke Direct*	101 E. 42nd St., New York NY 10017 212-580-5550	Japanese
Brooklyn 100 Fun			
Brooklyn	100 Fun	920 Atlantic Ave., Brooklyn NY 11231 718-239-0003	Japanese
Queens Karaoke Show*			
Queens	Karaoke Show*	100-100 3rd Ave., Flushing NY 11368 718-387-2000	Japanese/Korean

SING SING KARAOKE
Everyday Happy Hour! Open to 9pm 14Whr/P.
• 15 private rooms for your parties, accommodate up to 10 people
• A bar lounge • Bring your own food with no hidden charges
• The Best Price! 50% off Party Month!
* Mention Chopsticks NY \$4/hr/p ALL DAY

Thai Food... A World's Heritage Loved and Cherished Globally

Thailand is the origin of one of the greatest culinary cultures in the world. The agriculture-based economy and abundance of natural resources ensure that the freshest herbs and vegetables are supplied to kitchens throughout the country. Thais are proud of their food culture. The knowledge they have in crafting delicious meals makes Thai food distinctive. Noteworthy, naming it top spot among the world's appetitive cuisines. All these combine to make Thailand...the Kitchen of the World.

(THINK EXOTIC TASTE)

Thai food is known for its ability to touch each taste sensation, with flavors bursting in saltiness, sweettess, sourness, and spice. An artful combination of these four flavors is what gives Thai food its famous zest, which has made Thai cuisine popular and loved throughout the world. Thailand's most famous dishes include Pad Thai (Thai style fried noodle), Massaman Curry, Green Curry, Panaeng Curry, Tom Yum Goong (spicy shrimp soup), Ga Hor Bai Toey (chicken wrapped in pandan leaf), Som Tum (papaya salad), Tom Kha Gai (galangal chicken coconut soup), and Khao Niew Ma Muang (sweet sticky rice with mango). These Thai dishes are always served with jasmine rice or Hom Mali rice.



(THINK HEALTHY, DELICIOUS FOOD)

If you want to stay healthy, Thai food is your choice. It is also considered a low-calorie option. Various kinds of fruits and herbs used in Thai cuisine are considered as healthy food. Ingredients "Galengal" is good for a relief of rheumatism, diarrhea, asthma, bronchitis, and a reduction of phlegm as it contains vitamins B1 and B2, calcium and phosphorous. "Lemongrass" can relieve rheumatic pain, abdominal cramps and nausea as well as improve digestion, heal leucorrhea and lower blood pressure. "Tamarind" helps the digestion system, including the intestines, and cools the body. It also relieves constipation as well as diarrhea and prevents phlegm build-up. "Coconut Juic" is effective at hydrating the human body.

It has the ability to clear up and subsequently tone the skin. Also, because of its high concentration of fiber, it aids in the prevention of indigestion and reduces the occurrence of acid reflux. While "Coconut Milk" contains lauric acid, antimicrobial lipids and capric acid, which can fight the viruses and bacteria that cause herpes. "Mangosteen", a low-calorie fruit, is rich in dietary fiber. It has natural antibacterial properties and antimicrobial compounds which are highly effective in treating many common skin problems. Acne, skin blemishes, oily skin and dry skin can be alleviated by the consumption of mangosteen. "Num Pla" or fish sauce with its Thai Umami taste, mostly found in all Thai dishes, is full of iodine. Iodine helps in the optimal utilization of calories, thereby preventing its storage as excess fat. All of these Thai fruits/herbs, and ingredients are rich in natural goodness and health benefits.



(THINK WORLD FOOD SUPPLIER)

With an abundance of natural resources and optimal weather conditions, Thailand is an ideal land for the cultivation of crops, and the rearing of livestock, poultry and fish throughout the year. The country is thus a major supplier of food to countries around the world. Moreover, locally grown food products are distinctive, with unique taste and aroma. Examples are coconut juice, Hom Mali rice, mango, mangosteen, and herbs - all of which are important ingredients of Thai food and can be used in the preparation of any other cuisine worldwide. Thailand is also a great place to produce organic food.

Today, Thailand is one of the largest food exporters in the world. It is a leading exporter of chicken, shrimp, tuna and rice. Other important food products exported from Thailand include fruits (fresh and dried) vegetables (fresh, chilled, and frozen), carb, as well as shrimp cocktail, wasabi, spaghetti, fruit fill food, ready-to-eat food, beer, wine and rice crackers. The wide variety and abundance of Thai food stock have earned Thailand the reputation of being "The Kitchen of the World".

Department of International Trade Promotion, Ministry of Commerce, THAILAND

For more information, please visit website: www.ditp.go.th

THINK EXOTIC TASTE



THINK THAILAND

JUNE 26-27, 2015

THAILAND Kitchen of the World

Tantalizing Taste of Thailand

At TASTE ASIA 2015 @ TIMES SQUARE

JUNE 28-30, 2015

THAILAND PAVILION @ 5TH AVENUE FANCY FOOD SHOW 2015

(JACQUELINE JAVITS CONVENTION CENTER (Level 1), NEW YORK

Kitchen of the World... Unforgettable Taste. Thai cuisine is undoubtedly one of Thailand's greatest pride. For over 500 years, Thai cuisine has been known for its unique flavor and taste. Thai food today is increasingly gaining popularity around the world. Many Thai dishes are so popular that they have been adopted by many countries. Thailand is known for its delicious food. Today, Thailand's food industry is ready to support Thailand on its way to become the Kitchen of the World. To showcase outstanding capabilities of Thailand's food industry across the globe, Thailand Food Fair (THAIFEX) - The World of Food Asia (THAIFEX) - please visit www.thailandfoodfair.com

For more information about Thailand's food industry, please visit www.thaifex.com



Ministry of Industry and Trade Thailand, Ministry of Commerce, THAILAND: www.ditp.go.th



Other Asian Restaurant Guide

\$25 Premium Asia, America and Australia - visit

Guide Book Available Open for Lunch

Open Daily Delivery

Home Delivery Eat-In Only

Restaurant Design Luck Favorite

Recommended Business Class

* Coupon available at www.chopsticksnyc.com

* Checkups in NY available through op.

CHINESE

Upper West

Hys Cafe*

1600 Broadway, 1st Fl., Tel: 212-580-2000
212-580-2000

Wynn's Kitchen

100 Central Park West, 10th & 11th Fl.
212-823-1777

Upper East

Ollie's

1000 Madison Ave, 10th Fl., Tel: 212-823-1000
212-823-1000

Upper West

Shuei Lao Monk

1428 Amsterdam Ave, Corner of W. 110th St.
212-549-4775

Upper East

Cafe Desjardins

1007 Madison Ave, Uptown, Manhattan
212-824-2200

Upper East

Chinatown East

1000 Madison Ave, 1st Fl., Tel: 212-553-3333
212-553-2900

Uptown East

Lily's Noodle & Grill

1005 Madison Ave, 14th & 15th Fl.
212-459-0100

Lower East

Our Place

201 E. Houston St., Tel: 212-471-1000
212-471-4000

Philippines

Pig Horns

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Hong Tien

Southern Province

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Upper East

Southwest Gourmet

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

China Grill

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

John's Shanghai

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

Oliver's

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

Ruby Foo's Times Sq

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

Tang Paradise

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

Wu Long Yu

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown West

Chi Chi

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Dynasty Sausage

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Evergreen on 38

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Good Sichuan

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Latin America

System House

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Mexican

Mex Noodle Shop

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

MRI KTV*

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Peking Duck House*

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Phoenix Garden

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shih Lin

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

The Cottage*

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Empress Szechuan

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Empress Szechuan

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shanghai Sichuan

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

100 Madison Ave, 10th & 11th Fl.
212-580-1000

Midtown East

Shun Lee

SAPPORO AND THAI CUISINE: A PERFECT PAIRING

What's the best beverage to enjoy with truly authentic Thai Food? Sapporo Premium is a natural accompaniment to your favorite Thai dish. The refined flavor and texture of Sapporo Premium elegantly anchors any Thai meal, but it's especially refreshing with popular Thai appetizers like Chicken Wings with Sweet Chili Sauce or after a fiery, hot mouthful of delicious Green Curry.



The food of Thailand, with its emphasis on noodle and rice dishes, is wonderfully starchy, and so is beer. Sapporo Premium is made with ingredients of the highest quality: purified water, hops, and malt. Easily recognized by its black label, Sapporo Premium brings an extra dimension to the happy marriage of Thai cuisine and beer—with a Japanese twist.

Photo shooting in cooperation with Salle Thaï



PLEASE SHARE SAPPORO RESPONSIBLY © 2011 SAPPORO U.S.A., INC., NEW YORK, NY SAPPOROBEER.COM

West Village	\$64
118 West 23rd St, B1/B2/B3 212.562.2222	\$64 L
West Village	See Thai Food*
230 Columbus Avenue, B1/B2/B3 212.545.4454	\$64 L
Lower West Side	Kata Thai Cuisine
401 W. 18th St. (bet 6th & 7th Ave.) 212.520.2200	\$64 L
East Village	Klong
273 Madison Ave 3rd Fl, B1/B2/B3 212.720.2000	\$75 L
East Village	Space
180 E. 10th St. (bet 2nd & 3rd Aves.) 212.529.3292	\$64 L
East Village	Spice
180 E. 10th St. (bet 2nd & 3rd Aves.) 212.529.4702	\$64 L
East Village	Tai Thai
701 1/2 Hudson St., Between 10th & 11th 212.597.2502	\$64 L
Lower West Side	Mi Thai
120 Hudson St, Between 8th & 9th Aves. 212.514.0504	\$64 L
Lower West Side	Kansas Ice
72 Hudson St (bet 6th & 7th Aves.) 212.529.2600	\$64 L
Lower West Side	Pengue Churrascaria
108 West 23rd St (bet 6th & 7th) 212.562.0507	\$75 L
Lower West Side	Shackly Rice
45 Greenwich St (bet Greenwich & Beekman Sts.) 212.229.0100	\$64 L
SoHo	Katzehouse
160 Thompson St (bet Houston & Spring Sts.) 212.224.0200	\$75 L
SoHo	Peep
127 West 23rd St (bet Thompson & Sullivan Sts.) 212.224.1787	\$75 L
SoHo	Chao Thai Kitchen*
124 W. 23rd St (bet Broadway & 212.223.0000	\$64 L

Buddhists	Lily Thai
819 South St. #802 Lawrenceville, GA 30044-2602	\$10 L
Catholics	Prophetic Thaimassage
200 Galloway Ave. Elmhurst & Mayfield Ave., P.O. Box 248-Elmhurst	\$10 L
Easterners	SEA
14 N. Main St. Elmhurst 601	\$10 L
708-210-0002	✓
Evangelicals	Skyline*
1030 North Ave. Elmhurst/Mt. Kisco Rd.	\$10 L
219-210-0070	✓
Fundies	Tai Thai
200 Westland Ave. Elmhurst, IL 60126-2602	\$10 L
299-299-0000	✓
Long Island	Phan Restaurant
100 Main St. Bay Shore, NY 11706	\$10 L
800-333-0001	✓
Mormons	Absolute Thai Bistro/made
1000 Franklin Ave., Elmhurst 60126-2602	\$10 L
299-299-2999	✓
VIETNAMESE	
La Pho & Co.	Asia Grill
14-17 Elmwood Ave. Elmhurst 60126	\$10 L
219-210-0000	✓
Le Colonial	
100 E. 20th St. 2nd. Flr. & Lexington Ave.	\$10 L
219-210-0000	✓
Monks	PHOHOI & SNAFU*
100 W. 3rd St. 50th Ave. Elmhurst	\$10 L
219-473-0000	✓
Orthodox	Yellow House**
100 Greenwich Avenue, Box 100, Astoria, NY 11102	\$10 L
212-645-0000	✓
Pagan Village	Serge Market
100 Greenwich St. Box 1196 & 12th Ave.	\$10 L
212-645-0001	✓
Quakers	Nha Trang
100 West St. Elmhurst 60126-2602	\$10 L
219-210-0001	✓

1000 Mts	Poco Encantado*
100 Mts	Bal. Arv. & Gourmet
200-250 Mts	Poco Encantado**
250-300 Mts	2500-3000 Mts
300-350 Mts	3000-3500 Mts
350-400 Mts	3500-4000 Mts
400-450 Mts	4000-4500 Mts
450-500 Mts	4500-5000 Mts
500-550 Mts	5000-5500 Mts
550-600 Mts	5500-6000 Mts
600-650 Mts	6000-6500 Mts
650-700 Mts	6500-7000 Mts
700-750 Mts	7000-7500 Mts
750-800 Mts	7500-8000 Mts
800-850 Mts	8000-8500 Mts
850-900 Mts	8500-9000 Mts
900-950 Mts	9000-9500 Mts
950-1000 Mts	9500-10000 Mts
1000-1050 Mts	10000-10500 Mts
1050-1100 Mts	10500-11000 Mts
1100-1150 Mts	11000-11500 Mts
1150-1200 Mts	11500-12000 Mts
1200-1250 Mts	12000-12500 Mts
1250-1300 Mts	12500-13000 Mts
1300-1350 Mts	13000-13500 Mts
1350-1400 Mts	13500-14000 Mts
1400-1450 Mts	14000-14500 Mts
1450-1500 Mts	14500-15000 Mts
1500-1550 Mts	15000-15500 Mts
1550-1600 Mts	15500-16000 Mts
1600-1650 Mts	16000-16500 Mts
1650-1700 Mts	16500-17000 Mts
1700-1750 Mts	17000-17500 Mts
1750-1800 Mts	17500-18000 Mts
1800-1850 Mts	18000-18500 Mts
1850-1900 Mts	18500-19000 Mts
1900-1950 Mts	19000-19500 Mts
1950-2000 Mts	19500-20000 Mts
2000-2050 Mts	20000-20500 Mts
2050-2100 Mts	20500-21000 Mts
2100-2150 Mts	21000-21500 Mts
2150-2200 Mts	21500-22000 Mts
2200-2250 Mts	22000-22500 Mts
2250-2300 Mts	22500-23000 Mts
2300-2350 Mts	23000-23500 Mts
2350-2400 Mts	23500-24000 Mts
2400-2450 Mts	24000-24500 Mts
2450-2500 Mts	24500-25000 Mts
2500-2550 Mts	25000-25500 Mts
2550-2600 Mts	25500-26000 Mts
2600-2650 Mts	26000-26500 Mts
2650-2700 Mts	26500-27000 Mts
2700-2750 Mts	27000-27500 Mts
2750-2800 Mts	27500-28000 Mts
2800-2850 Mts	28000-28500 Mts
2850-2900 Mts	28500-29000 Mts
2900-2950 Mts	29000-29500 Mts
2950-3000 Mts	29500-30000 Mts
3000-3050 Mts	30000-30500 Mts
3050-3100 Mts	30500-31000 Mts
3100-3150 Mts	31000-31500 Mts
3150-3200 Mts	31500-32000 Mts
3200-3250 Mts	32000-32500 Mts
3250-3300 Mts	32500-33000 Mts
3300-3350 Mts	33000-33500 Mts
3350-3400 Mts	33500-34000 Mts
3400-3450 Mts	34000-34500 Mts
3450-3500 Mts	34500-35000 Mts
3500-3550 Mts	35000-35500 Mts
3550-3600 Mts	35500-36000 Mts
3600-3650 Mts	36000-36500 Mts
3650-3700 Mts	36500-37000 Mts
3700-3750 Mts	37000-37500 Mts
3750-3800 Mts	37500-38000 Mts
3800-3850 Mts	38000-38500 Mts
3850-3900 Mts	38500-39000 Mts
3900-3950 Mts	39000-39500 Mts
3950-4000 Mts	39500-40000 Mts
4000-4050 Mts	40000-40500 Mts
4050-4100 Mts	40500-41000 Mts
4100-4150 Mts	41000-41500 Mts
4150-4200 Mts	41500-42000 Mts
4200-4250 Mts	42000-42500 Mts
4250-4300 Mts	42500-43000 Mts
4300-4350 Mts	43000-43500 Mts
4350-4400 Mts	43500-44000 Mts
4400-4450 Mts	44000-44500 Mts
4450-4500 Mts	44500-45000 Mts
4500-4550 Mts	45000-45500 Mts
4550-4600 Mts	45500-46000 Mts
4600-4650 Mts	46000-46500 Mts
4650-4700 Mts	46500-47000 Mts
4700-4750 Mts	47000-47500 Mts
4750-4800 Mts	47500-48000 Mts
4800-4850 Mts	48000-48500 Mts
4850-4900 Mts	48500-49000 Mts
4900-4950 Mts	49000-49500 Mts
4950-5000 Mts	49500-50000 Mts
5000-5050 Mts	50000-50500 Mts
5050-5100 Mts	50500-51000 Mts
5100-5150 Mts	51000-51500 Mts
5150-5200 Mts	51500-52000 Mts
5200-5250 Mts	52000-52500 Mts
5250-5300 Mts	52500-53000 Mts
5300-5350 Mts	53000-53500 Mts
5350-5400 Mts	53500-54000 Mts
5400-5450 Mts	54000-54500 Mts
5450-5500 Mts	54500-55000 Mts
5500-5550 Mts	55000-55500 Mts
5550-5600 Mts	55500-56000 Mts
5600-5650 Mts	56000-56500 Mts
5650-5700 Mts	56500-57000 Mts
5700-5750 Mts	57000-57500 Mts
5750-5800 Mts	57500-58000 Mts
5800-5850 Mts	58000-58500 Mts
5850-5900 Mts	58500-59000 Mts
5900-5950 Mts	59000-59500 Mts
5950-6000 Mts	59500-60000 Mts
6000-6050 Mts	60000-60500 Mts
6050-6100 Mts	60500-61000 Mts
6100-6150 Mts	61000-61500 Mts
6150-6200 Mts	61500-62000 Mts
6200-6250 Mts	62000-62500 Mts
6250-6300 Mts	62500-63000 Mts
6300-6350 Mts	63000-63500 Mts
6350-6400 Mts	63500-64000 Mts
6400-6450 Mts	64000-64500 Mts
6450-6500 Mts	64500-65000 Mts
6500-6550 Mts	65000-65500 Mts
6550-6600 Mts	65500-66000 Mts
6600-6650 Mts	66000-66500 Mts
6650-6700 Mts	66500-67000 Mts
6700-6750 Mts	67000-67500 Mts
6750-6800 Mts	67500-68000 Mts
6800-6850 Mts	68000-68500 Mts
6850-6900 Mts	68500-69000 Mts
6900-6950 Mts	69000-69500 Mts
6950-7000 Mts	69500-70000 Mts
7000-7050 Mts	70000-70500 Mts
7050-7100 Mts	70500-71000 Mts
7100-7150 Mts	71000-71500 Mts
7150-7200 Mts	71500-72000 Mts
7200-7250 Mts	72000-72500 Mts
7250-7300 Mts	72500-73000 Mts
7300-7350 Mts	73000-73500 Mts
7350-7400 Mts	73500-74000 Mts
7400-7450 Mts	74000-74500 Mts
7450-7500 Mts	74500-75000 Mts
7500-7550 Mts	75000-75500 Mts
7550-7600 Mts	75500-76000 Mts
7600-7650 Mts	76000-76500 Mts
7650-7700 Mts	76500-77000 Mts
7700-7750 Mts	77000-77500 Mts
7750-7800 Mts	77500-78000 Mts
7800-7850 Mts	78000-78500 Mts
7850-7900 Mts	78500-79000 Mts
7900-7950 Mts	79000-79500 Mts
7950-8000 Mts	79500-80000 Mts
8000-8050 Mts	80000-80500 Mts
8050-8100 Mts	80500-81000 Mts
8100-8150 Mts	81000-81500 Mts
8150-8200 Mts	81500-82000 Mts
8200-8250 Mts	82000-82500 Mts
8250-8300 Mts	82500-83000 Mts
8300-8350 Mts	83000-83500 Mts
8350-8400 Mts	83500-84000 Mts
8400-8450 Mts	84000-84500 Mts
8450-8500 Mts	84500-85000 Mts
8500-8550 Mts	85000-85500 Mts
8550-8600 Mts	85500-86000 Mts
8600-8650 Mts	86000-86500 Mts
8650-8700 Mts	86500-87000 Mts
8700-8750 Mts	87000-87500 Mts
8750-8800 Mts	87500-88000 Mts
8800-8850 Mts	88000-88500 Mts
8850-8900 Mts	88500-89000 Mts
8900-8950 Mts	89000-89500 Mts
8950-9000 Mts	89500-90000 Mts
9000-9050 Mts	90000-90500 Mts
9050-9100 Mts	90500-91000 Mts
9100-9150 Mts	91000-91500 Mts
9150-9200 Mts	91500-92000 Mts
9200-9250 Mts	92000-92500 Mts
9250-9300 Mts	92500-93000 Mts
9300-9350 Mts	93000-93500 Mts
9350-9400 Mts	93500-94000 Mts
9400-9450 Mts	94000-94500 Mts
9450-9500 Mts	94500-95000 Mts
9500-9550 Mts	95000-95500 Mts
9550-9600 Mts	95500-96000 Mts
9600-9650 Mts	96000-96500 Mts
9650-9700 Mts	96500-97000 Mts
9700-9750 Mts	97000-97500 Mts
9750-9800 Mts	97500-98000 Mts
9800-9850 Mts	98000-98500 Mts
9850-9900 Mts	98500-99000 Mts
9900-9950 Mts	99000-99500 Mts
9950-10000 Mts	99500-100000 Mts
10000-10050 Mts	100000-100500 Mts
10050-10100 Mts	100500-101000 Mts
10100-10150 Mts	101000-101500 Mts
10150-10200 Mts	101500-102000 Mts
10200-10250 Mts	102000-102500 Mts
10250-10300 Mts	102500-103000 Mts
10300-10350 Mts	103000-103500 Mts
10350-10400 Mts	103500-104000 Mts
10400-10450 Mts	104000-104500 Mts
10450-10500 Mts	104500-105000 Mts
10500-10550 Mts	105000-105500 Mts
10550-10600 Mts	105500-106000 Mts
10600-10650 Mts	106000-106500 Mts
10650-10700 Mts	106500-107000 Mts
10700-10750 Mts	107000-107500 Mts
10750-10800 Mts	107500-108000 Mts
10800-10850 Mts	108000-108500 Mts
10850-10900 Mts	108500-109000 Mts
10900-10950 Mts	109000-109500 Mts
10950-11000 Mts	109500-110000 Mts
11000-11050 Mts	110000-110500 Mts
11050-11100 Mts	110500-111000 Mts
11100-11150 Mts	111000-111500 Mts
11150-11200 Mts	111500-112000 Mts
11200-11250 Mts	112000-112500 Mts
11250-11300 Mts	112500-113000 Mts
11300-11350 Mts	113000-113500 Mts
11350-11400 Mts	113500-114000 Mts
11400-11450 Mts	114000-114500 Mts
11450-11500 Mts	114500-115000 Mts
11500-11550 Mts	115000-115500 Mts
11550-11600 Mts	115500-116000 Mts
11600-11650 Mts	116000-116500 Mts
11650-11700 Mts	116500-117000 Mts
11700-11750 Mts	117000-117500 Mts
11750-11800 Mts	117500-118000 Mts
11800-11850 Mts	118000-118500 Mts
11850-11900 Mts	118500-119000 Mts
11900-11950 Mts	119000-119500 Mts
11950-12000 Mts	119500-120000 Mts
12000-12050 Mts	120000-120500 Mts
12050-12100 Mts	120500-121000 Mts
12100-12150 Mts	121000-121500 Mts
12150-12200 Mts	121500-122000 Mts
12200-12250 Mts	122000-122500 Mts
12250-12300 Mts	122500-123000 Mts
12300-12350 Mts	123000-123500 Mts
12350-12400 Mts	123500-124000 Mts
12400-12450 Mts	124000-124500 Mts
12450-12500 Mts	124500-125000 Mts
12500-12550 Mts	125000-125500 Mts
12550-12600 Mts	125500-126000 Mts
12600-12650 Mts	126000-126500 Mts
12650-12700 Mts	126500-127000 Mts
12700-12750 Mts	127000-127500 Mts
12750-12800 Mts	127500-128000 Mts
12800-12850 Mts	128000-128500 Mts
12850-12900 Mts	128500-129000 Mts
12900-12950 Mts	129000-129500 Mts
12950-13000 Mts	129500-130000 Mts
13000-13050 Mts	130000-130500 Mts
13050-13100 Mts	130500-131000 Mts
13100-13150 Mts	131000-131500 Mts
13150-13200 Mts	131500-132000 Mts
13200-13250 Mts	132000-132500 Mts
13250-13300 Mts	132500-133000 Mts
13300-13350 Mts	133000-133500 Mts
13350-13400 Mts	133500-134000 Mts
13400-13450 Mts	134000-134500 Mts
13450-13500 Mts	134500-135000 Mts
13500-13550 Mts	135000-135500 Mts
13550-13600 Mts	135500-136000 Mts
13600-13650 Mts	136000-136500 Mts
13650-13700 Mts	136500-137000 Mts
13700-13750 Mts	137000-137500 Mts
13750-13800 Mts	137500-138000 Mts
13800-13850 Mts	138000-138500 Mts
13850-13900 Mts	138500-139000 Mts
13900-13950 Mts	139000-139500 Mts
13950-14000 Mts	139500-140000 Mts
14000-14050 Mts	140000-140500 Mts
14050-14100 Mts	140500-141000 Mts
14100-14150 Mts	141000-141500 Mts
14150-14200 Mts	141500-142000 Mts
14200-14250 Mts	142000-142500 Mts
14250-14300 Mts	142500-143000 Mts
14300-14350 Mts	143000-143500 Mts
14350-14400 Mts	143500-144000 Mts
14400-14450 Mts	144000-144500 Mts
14450-14500 Mts	144500-145000 Mts
14500-14550 Mts	145000-145500 Mts
14550-14600 Mts	145500-146000 Mts
14600-14650 Mts	146000-146500 Mts
14650-14700 Mts	146500-147000 Mts
14700-14750 Mts	147000-147500 Mts
14750-14800 Mts	147500-148000 Mts
14800-14850 Mts	148000-148500 Mts
14850-14900 Mts	148500-149000 Mts
14900-14950 Mts	149000-149500 Mts
14950-15000 Mts	149500-150000 Mts
15000-15050 Mts	150000-150500 Mts
15050-15100 Mts	150500-151000 Mts
15100-15150 Mts	151000-151500 Mts
15150-15200 Mts	151500-152000 Mts
15200-15250 Mts	152000-152500 Mts
15250-15300 Mts	152500-153000 Mts
15300-15350 Mts	153000-153500 Mts
15350-15400 Mts	153500-154000 Mts
15400-15450 Mts	154000-154500 Mts
15450-15500 Mts	154500-155000 Mts
15500-15550 Mts	155000-155500 Mts
15550-15600 Mts	155500-156000 M

The image shows the Songkri Asian Bistro logo at the top left, featuring the word "Songkri" in a stylized script font above "ASIAN BISTRO". Below the logo is a photograph of the restaurant's interior, showing tables and chairs arranged around a central bar area.



MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 50 - MONO of the month

KAMAKURA SHIRTS

Call it Japanese ingenuity through craftsmanship—an attention to detail so finely tuned that style, comfort and functionality flow seamlessly. Whether drawing from experience or from instinct, astutely conscious New Yorkers quickly discovered Kamakura Shirts when it opened its first international store at Madison Avenue near Grand Central. Through word-of-mouth, the popularity of their finely tailored shirts designed for the most stylish supreme comfort, their highest quality fabrics such as their luxurious 300 yarn count shirts, and their genuine mother-of-pearl buttons shaped and sewn in a precisely particular manner, spread rapidly.

A family owned company lead by visionary CEO and Founder Yoshio Saito, Kamakura Shirts first opened its doors in Kamakura, the ancient capital of Japan located about 30 miles southwest of Tokyo. From conception, Mr. Saito set out to "bring great style to Japanese people." He noticed how men looked instantly more stylish, cooler and better pulled together in key League-styled shirts worn by New Yorkers, Londoners and heater musicians back in the day. He wanted men in Japan to have easier access to obtaining such style at an affordable cost.

Reviving and reinvigorating the Japanese tailoring industry was also a vision held by Kamakura Shirts. Japanese tailoring is one of the most skillful and technically advanced in the world, so, Saito decided to take a direct-to-factory approach, cutting out the middle men and instead dedicating their entire production process to small independent factories and highly trained craftsmen across Japan. The tailors and craftsmen that Kamakura Shirts employs are passionate about their specific area of expertise, which can be exemplified by the simple button. Kamakura

Shirts only uses shell buttons that not only look more elegant but can tolerate more heat than its plastic versions.

Their 280 yarn count shirts are given extra treatments. The placement of a customized spring-top-like top button reduces the pressure felt around the neck when wearing a tie. The use of thread shanks on the top and cuff buttons makes repetitive buttoning and unbuttoning easier for men and the fabric, and the sixth buttonhole which is closest to the vest is horizontally placed for free body movement. The cut and tailoring of each shirt integrates such ingenious little touches that make Kamakura Shirts incredibly comfortable to wear.

Even with all the heightened attention to detail and expense, hiccups are inevitable when opening up a store in the heart of New York. The biggest whal moment came quickly after opening. Customers would come in and ask why there were pockets on the shirts. In Japan especially amongst businessmen, the preference was to have shirts with a front chest pocket to keep a pen close at hand. Aesthetically, it had become such a cultural norm in Japan that until customers at the Madison Avenue store started asking and requesting for shirts without pockets, it went unnoticed. The change was quickly made and a New York collection was launched.

Kamakura Shirts is opening a second New York store this fall in the Financial District's new luxury shopping destination Brookfield Place. Mainly focused in Tokyo, the company now operates 25 stores in Japan.



Sourcing the highest quality fabrics offered only by the world's top 3 cotton producers, Kamakura Shirts takes traditional tailoring techniques with their 300 yarn count shirts.



No plastic instant hems. Repeat shell buttons are sewn to withstand washing.

Each shirt is to be made for style and comfort. If you're accustomed to fast-paced, the Much as Measured remains a just fit.



Karts of Grand Central where high street fashion meets the business elite, the trend sets here. Only and unique fine brand jeans in Japan. www.kamakurashirts.com



Kamakura Shirts
400 Madison Ave, New York NY 10017
TEL: 212.388.0536 | www.kamakurashirts.com
www.kamakurajapan.com (Japanese only)



Shop Guide

The following is a list of shop where you can buy Japanese apparel, accessories and art.

- Coupons available at [newyorkcheap.com](#)
- Checkbooks NY available at [jgca.org](#)

FASHION

Upper West **Don's Kotsu**[®]
101 Columbus Ave (bet. 70th & 71st St.)
212.549.1511

Clothing

Upper East **R by 45 rpm**
171 E. 78th St. (bet. Madison & 5th Ave.)
212.281.6688

Clothing

Upper East **Seigai Accessories**
120 Madison Ave (bet. 57th & 58th St.)
212.504.4715

Accessories

Upper East **SENGEN NICKELWARE**
144 Madison Ave (bet. 59th & 60th St.)
212.873.4731

Accessories

Midtown West **UNISEX**
21 W. 47th St. (bet. 5th & 6th Aves.)
212.420.4758

Clothing

Midtown West **Woolrich**
801 Madison Ave (bet. 57th & 58th St.)
212.549.4758

Clothing

Midtown East **Miki House**
1000 3rd Ave (bet. 42nd & 43rd Sts.)
212.583.4758

Clothing

Midtown East **Zara Hellfire**
300 Madison Ave (bet. 42nd & 43rd Sts.)
212.583.3556

Accessories

Greenwich **Jessica Ronkola**
214 Madison Ave (bet. 57th & 58th St.)
212.580.0500

Clothing

Greenwich **Brussels New York**
86 Madison Ave (bet. 5th & 6th Sts.)
212.582.2523

Accessories

Upper East **Vesak**
221 E. 78th St. (bet. Madison & 5th Ave.)
212.873.4506

Clothing

East Village **ANARCHY**
440 E. 10th St. (bet. Ave. A & 2nd Ave.)
212.529.5552

Clothing

East Village **Local Clothing**
301 E. 10th St. (bet. 1st & 2nd Ave.)
212.529.2000

Clothing

East Village **Patriotic Field**[®]
329 Spring St. (bet. Hudson & Mercer Sts.)
212.529.4758

Clothing

East Village **Tokio J's**
100 E. 11th St. (bet. 2nd & 3rd Aves.)
212.529.6204

Clothing

East Village **Tokyo Joe**
204 E. 11th St. (bet. 2nd & 3rd Aves.)
212.529.6204

Clothing

Chelsea **Don's Kotsu Tribeca**
205 Greenwich St. (bet. M. West & 5th Aves.)
212.517.4800

Clothing

Chelsea **Mikita Japanese**
80 Greenwich St. (bet. 5th & 6th Aves.)
212.589.2517

Clothing

Chelsea **Arts**
229 W. 23rd St. (bet. 6th & 7th Aves.)
212.524.1001

Accessories

Brussels New York*

211 E. 57th St. (bet. 5th & 6th Aves.)
212.582.1000

Imports

Perfet Italia

104 David St. (bet. Mercer & E. Houston Sts.)
212.413.2125

Imports

Karen's Closet

104 W. 47th St. (bet. 5th & 6th Aves.)
212.582.1000

Imports

Rheka Martz

101 Madison St. (bet. 4th & 5th Aves.)
212.419.1988

Clothing

It by 45 rpm

101 W. 57th St. (bet. Park & Madison Aves.)
212.512.4249

Clothing

UNISEX

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4758

Clothing

Brussels New York*

200 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Imports

Miki House

100 W. 57th St. (bet. 5th & 6th Aves.)
212.583.4758

Clothing

UNISEX

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4758

Clothing

Brussels New York*

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Imports

Brussels Galleria

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Imports

Book DW*

101 W. 57th St. (bet. 5th & 6th Aves.)
212.529.3556

Books

Book Whiz

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Books

Midnight USA

21 W. 57th St. (bet. 5th & 6th Aves.)
212.529.4207

Books

Midnight USA

200 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Books

Midnight Comics*

200 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Books

JHU Comic Books*

200 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Books

Mikita Comics*

100 W. 57th St. (bet. 5th & 6th Aves.)
212.529.3441

Books

Cassano Comics

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Books

Orange Avenue*

102 W. 57th St. (bet. 5th & 6th Aves.)
212.529.3441

Books

AC Gears

101 W. 57th St. (bet. 5th & 6th Aves.)
212.529.3441

Books

Sensei Mart

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.3441

Books

Eat Village

Tokyo Tokyo*

101 W. 57th St. (bet. 5th & 6th Aves.)
212.529.3441

Food

Vietnam Gourmet New York*

201 E. 57th St. (bet. 5th & 6th Aves.)
212.529.3441

Food

Sensei Mart, Soho

104 James St. (bet. Broadway & Houston Sts.)
212.229.0200

Books

Zakkie-Crepe*

104 Broadway (bet. 5th & 6th Aves.)
212.529.4450

Food

Amane Confit*

104 James St. (bet. Broadway & Houston Sts.)
212.529.4450

Food

Hanji Jersey

104 James St. (bet. Broadway & Houston Sts.)
212.529.4450

Food

Garden Plant*

104 James St. (bet. Broadway & Houston Sts.)
212.529.4450

Food

TRADITIONAL

Mitsukoshi Kitchen*

105 Madison Ave (bet. 52nd & 53rd Sts.)
212.421.2011

Food

Kyoto-Ya*

104 James St. (bet. Broadway & Houston Sts.)
212.529.4450

Food

Kimono House

101 Madison Avenue (bet. 5th & 6th Aves.)
212.529.4420

Food

Ja-Sensei*

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Mrs. New York

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Japan Spheres

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

J-Life International, Inc.

101 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Lotus Kitchen

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Wafu New York

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

GALLERY

Ramen Gallery*

103 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

NYCoop Gallery

102 Broadway (bet. 5th & 6th Aves.)
212.529.4450

Food

Oishi Gallery

101 W. 57th St. (bet. 5th & 6th Aves.)
212.529.4450

Food

gallery eastwestny.com

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Sensei Mart

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

gallerysticksny.com

100 Madison Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Chelsea

Pu'An

801 21st Ave (bet. 5th & 6th Aves.)
212.529.4450

Food

Asian American Arts Dr

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Galaxy Eatery

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Other

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Take Shape NY*

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

IPPOBOD TEA

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Emergency

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Heaven

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Take Shape Eatery*

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

New Jersey

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

Food

Japan Tea Room

101 Bedford St. (bet. Rivington & Delancey Sts.)
212.229.0754

What on Earth? 梅雨 TSUYU

From early May to late July, most of the areas in Japan experience a gloomy rainy season known as "Tsuyu" or "Bise." Meteorologically, it's caused by the collision of warm, high-pressure fronts coming from the south and cold, high-pressure fronts staying in the north. Thus, tsuyu starts in the southern part of Japan and moves up north (See the table for the average period of tsuyu in each region.)

Unlike rainy seasons in other areas of the world, tsuyu is rarely accompanied by squalls or showers. Instead, it rains constantly. Consequently, it sometimes causes serious landslides. What bothers people most, though, is the humidity. It's so horrible that it makes things get moldy and food more perishable. It is actually the season most people suffer from food poisoning. Most of the Japanese hate tsuyu for this reason.

Tsuyu does not, however, bring about only depressing things. It's a blessed season for crops. Thanks to the abundant rainfall, crops grow very well, resulting in a rich harvest. Actually, Japanese people write "tsuyu" with the *kanji* (Chinese character used in Japan) meaning "plum rain" since plums ripen during the season, although the original meaning of the *kanji* when they imported the word and concept from China was "mold rain."

Tsuyu is deeply embedded in Japanese culture, so no matter how gloomy it is, Japanese people appreciate this season and try to enjoy it as much as possible. Many sightseeing places maximize the soft focus effect that the misty rain creates for viewing scenic areas. Also, *Ajisai* (hydrangea) bloom in this season, and Japanese people strongly associate this flower with tsuyu. If you visit *Ajisai-dera* (Hydrangea Temple) in Kamakura, Kanagawa Prefecture, during this season, you will understand the Japanese sentiment as well as enjoy the beautiful, misty view.



In modern Japanese society, people have figured out how to spend the month and a half of the damp season more comfortably. Hi-tech dehumidifiers and air conditioning units with dehumidifying functions continue to be developed, while the fashion industry tries to encourage people to go out by providing a variety of rainproof items: brightly colored raincoats, rubber boots, bags, hats, and umbrellas. Polka dots, flowers, frogs, and snails are popular patterns in this season. After tsuyu, Japan enters summer. The sun always shines after the rain.

THE AVERAGE PERIOD OF TSUYU IN EACH REGION

(Source: The Meteorological Agency's press document in 2009)

REGION	START	FINISH	PERIOD
Okinawa	May 8	June 23	45 days
Amami	May 10	June 23	50 days
Kyushu [Southern part]	May 29	July 15	49 days
Kyushu [Northern part]	June 5	July 16	44 days
Shikoku	June 4	July 17	44 days
Chugoku	June 6	July 20	45 days
Kinki	June 8	July 18	44 days
Tohoku	June 8	July 20	43 days
Kantou Koushinretsu	June 8	July 20	43 days
Hokuriku	June 10	July 22	43 days
Tohoku [Southern part]	June 10	July 23	44 days
Tohoku [Northern part]	June 12	July 27	45 days
Hokkaido	N/A	N/A	0 days
Ogasawara Islands	N/A	N/A	0 days

JAPAN RAIL PASS

Train	Coach Class	21,110yen / 46,390yen / 59,350yen
Green Class	36,890yen / 62,560yen / 81,870yen	

RAIL LINER BUS TICKET
from Narita Airport
To Tokyo \$30
To Haneda \$36

TRAVEL INSURANCE
From \$21

RENTAL CELL PHONE AND WiFi IN JAPAN
We provide a special rates!

Towel Magazine "Wayan"
We distribute and travel magazine for going to Japan.
If you would like to get them, please contact us!

IACE TRAVEL
800-872-4223 / 212-972-3200
Email: nyc@iace-usa.com www.iace-usa.com

The World Heritage Sites of Japan

SHIRAKAMI SANCHI

(Recognized by UNESCO in 1993)

Stretching across the borders of Aomori and Akita prefectures in the northeastern part of Honshu Island, Shirakami Sanchi has the last virgin forest of firs, Sibele's beech trees, deer moose and the hills and the canata slopes of northern Japan. A 17,000 hectares area, out of 80,000 hectares of mountain, is designated a World Heritage Site, and 74% is in Aomori prefecture. Shirakami Sanchi, locally translated as "White Cloud Mountain," preserves nature well and shows the evolution of terrestrial, freshwater, and marine ecosystems. The mountains are closed from November to May for safety reasons, but during the summer season you will enjoy grand views of lakes and waterfalls as well as the 400 year old "Mother Tree" that keeps a microclimate around its trunk. Climbing routes, hiking routes, and guided walking tours and bus tours are also available.

Photo courtesy of Heisei-shimbun
www.shirakamiplan.jp/en/

Tokyo Comic Market Tour

Aug. 13th-Aug. 19th
(6 nights/8 days)

\$575 /per person

Land Package
Hotel 6 nights with breakfast,
Narita Airport Shuttle Bus to/from
Hotel, Free WiFi, Akishabara Otaku
Tour, Anime Setting Tour in
Saitama prefecture, JR train pass
for 5,000 yen

To book or double occupancy single room plus 10%
Contact Robert Kunkel at kunkel@japantravel.com
Japanese number of participants is 11.
Departs on 8/13/15. A round trip airfare is required.
Cancellation policy: Non-refundable after June 30.
Change of itineraries: Refunds less than 50% off
The customer can change his/her flight
without notice (subject to the airline's rules).

Akihabara Otaku Tour

Akihabara known as the "Otaku Paradise" has become the world's leading electric town with many electronic, hardware, and software stores that line the streets and is currently a popular entertainment district for many tourists!

Arrive in Akihabara station

Browse the cosplay outfit at COMIC Akihabara Shop
and conventions at GIGI STORE, AKB48

Buy a meal at a mind-cake gyoza cafe

Purchase a wig at ALCAT WIGS go along with your cosplay outfit.

Purchase a weapon for your outfit at Texas Blasters

Check if your cosplay outfit fits and visit DANDI station to take a camera photo inside one of the photo booths (They also have outfit available for free!).

With a cosplay license US\$100 in your cosplay outfit for a photo

Anime Setting Tour in Saitama

Saitama Prefecture serves as the setting for a large number of animations and comic books. Locations in the prefecture that have appeared in animations and comic books, or where heroes were blooded in action scenes, are introduced with photographs. Lucky Star is a four-frame cartoon portraying the everyday lives of high school girls. Since the cartoon was made in Saitama, and Saitama prefecture was introduced as the setting with its sword pieces, the number of fans visiting has increased. A typical sacred place is Mishinomiyama Shrine in Mishinomiyama City. It is said that the firm "Holy pilgrimage" wants producing economic effects with great influence on the development of the region.



Toll Free: 1(800)929-2663

E-mail: newyork@amnet-usa.com | www.amnet-use.com

Historical City Developed by Respected Leaders

President John F. Kennedy was known to admire feudal lord Yasan Uesugi, who governed the Yonezawa region—now Yonezawa City—in the late eighteenth and early nineteenth centuries. Kennedy respected Yasan's view of governance and self-discipline, a view echoed in the famous quote from the president's inaugural speech, "Ask not what your country can do for you, ask what you can do for your country." Although Kennedy's administration did not spur a rash of foreign trips to Yonezawa City, this historic city is well worth a visit.

Yonezawa City is a castle town with more than 800 years of history. In its early years (during a period of multiple wars in Japan) Yonezawa was controlled by the Sata clan for a total of 212 years. During the Edo period (1603–1868), the Uesugi clan was assigned to the Yonezawa area by the Tokugawa shogunate. The clan was originally based in Niigata Prefecture and was forced to move to the Aizu domain and then to Yonezawa. The clan needed to establish the town under its governance from the beginning. The first lord of the Yonezawa domain, Kagekatsu Uesugi, and his right-hand man, Kanetsugu Naos, built the city's foundation in the early seventeenth century by supporting civil engineering and developing local industries. The aforementioned Yasan, the ninth lord of the Yonezawa domain, was particularly respected because of his governing strategy.

Today, all the history has been dutifully pre-

served in museums, shrines, and landmarks. Some of the must-visit places are: **Uesugi Shrine**, which honors Kanetsugu Uesugi, a legendary warlord and the stepbrother of Kagekatsu; **Matsumoto Shrine**, where notable figures of Yonezawa history are enshrined, including Yasan, Kagekatsu, and Kanetsugu; **Honjō Temple**, which was built by Kanetsugu Naos and used as an academy for the children of samurai; and **Kaidoboke**, which houses the treasures of the Uesugi clan, with more than 1,000 items on display, including Kanotsu's personal possessions.

Those who are into the local history can enjoy (and learn at) **Uesugi Memorial Hall** (Uesugi Kinenkan). An exact replica of Uesugi's mansion, Uesugi Memorial Hall allows people to walk the historical grounds, gardens, and mansion while having some coffee, tea, or local cuisine. This historical site/restaurant offers Yonezawa beef, sukiyaki, and more. Another place to visit is **Yonezawa City Uesugi Museum**, is situated on the name of Yonezawa Castle. It houses the historical and cultural heritage of the city, including the Rakusha Relic-in-the-Byobu, a painted screen that is officially designated national treasure.

Yonezawa embraces its fantastic history and shares it with all who visit. Visitors to the city of Yonezawa can experience the life of these historic clans and their samurai through workshop tours, performances, festivals, and much more.



Yonezawa City is located in the southern tip of Yamagata Prefecture, bordering Fukushima Prefecture. Despite its location in the region, it is known for its modern products, forested land, and unique agricultural products, including famous Yonezawa beef.



Uesugi Shrine was originally built on the ruins of Yonezawa Castle in 1876. Most of the building was destroyed by fire in 1929, but it was rebuilt four years later in the spiritual center of the people of Yonezawa.



Matsumoto Shrine, built in 1615, is located in the city center. It suffered significant damage in the Great Hanshin Earthquake in 1995.



It is a temple of the Nichiren Shū sect of Buddhism. It is located in the northern part of the city.

WHAT TO EAT IN YONEZAWA

Yonezawa City's long history has allowed its residents to continue ancient family traditions and techniques, including home-style foods. Yonezawa has been cultivating apples for longer than any other area in the prefecture, and it has such high-quality delicious beef that the city holds a beef festival once a year. Yonezawa also has the perfect steaks for city. Yonezawa Prefecture's most famous fruit is the Yonezawa cherry, and the white bamboo shoots that grow in the mountains are delightfully tender and crunchy. Many tourists find Yonezawa's subtle dry-sautéed miso-cooking, but the list of delicious foods goes on and on. Also, these are four side bonuses that use underground water from the Oi Mountains.



"Yonezawa-rye, one of the premium waxy rice produced in the region. Sake, as legend says, starts... regardless of the preparation method, this beautifully mottled beer melts in your mouth."

Using locally sourced water and solar power, Bessho is a source of taste and taste from Nendo Brewing Co., Ltd. in Yonezawa City.

GASANRYU:

Fresh and Clean Sake to Accompany Your Dining

When enjoying sake, clean flavors might be desirable for those new to the drink, but multi-layered, complex flavors impress connoisseurs. Gasanryu, a series of sake crafted by Shindo Sake Brewery Co., Ltd., in Yamagata Prefecture, satisfies both needs. Mr. Masanobu Shindo, executive director of the brewery, reveals the story behind Gasanryu and shares how we can enjoy it more.

Q: Could you describe the story behind the Gasanryu series?

As it's a long story actually. About 20 years ago, at the time of the bubble economy in Japan, we saw the sake market was driven by costly, high-end sakes like those high-quality refined sakes were not affordable for majority. We wanted to change that reality. At the same time, our local prefecture's brewery had the same concern, so the prefectural agricultural lab developed locally-grown sake rice (Genshu Sazome). Here at Shindo Sake Brewery, we strive to create high-quality and reasonable sake by using this sake rice.

Also, we wanted to create flavor beyond the traditional ones and especially appeal to the younger generation. Formulate these new flavor and people outside Japan's easy-to-drink sake captured in a slender blue/green bottle. That's the history of how Gasanryu was born.

Q: What are the features in taste throughout the Gasanryu line?

As I wanted to create a clean taste that freshly made sake has. Every sake freshly out of the Momo process tastes clean in general, but the taste cannot last long due to subsequent processing. In our brewery we employ a special technique to retain that fresh flavor until you drink it at your table.

Q: That might be great with sushi and sashimi.

As Yes. Particularly Gasanryu Gakugetsu (junmai daiginjo) is great with traditional-style sushi. When I say "traditional" here, I mean the style of sushi you eat with my wife. On the other hand, Gasanryu Kizami (daiginjo) goes well with modern-style sushi that are small for sashimi respectively and eaten without soy sauce.

Q: In general, Western dishes are thicker and more full-bodied in flavor than Japanese foods. Which Gasanryu would you choose to pair it with?

As Uni-Gassanryu Risoku (daiginjo) might be the best for that. It's an all-white sake in terms of peeling and it complements unique flavors such as onion and rich Western-style umami.

Q: How about with ramen?

Kuro would be great...especially tonkotsu [pork bone broth] flavor.

Q: Finally, what do you say about the features of Gasanryu sake as opposed to other types of alcoholic drinks?

As You can enjoy sake at a variety of temperatures: chill it in summer and warm it up in winter. For example, As for Western sakes, they have the distinct ability to retain their fresh original taste in their temperature changes. I recommend to drink them chilled, but you can definitely try other temperatures. Also, though it's not the standard way to drink sake, you can add aged/roasted bonito flakes in Gokugaijin or pour some fresh fruits during summer.



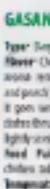
GASANRYU Gakugetsu

Type: Junmai Daiginjo
Flavor: A slightly dry and deck sake with a bright and clean flavor. This medium dry sake has a light, delicate taste and a sharp finish. It can be enjoyed on its own, but it also complements light Western dishes well.
Food Pairing: Sushi, sashimi, chicken salad, quiche, tropical fruit
Temperature: Chilled



GASANRYU Kisanegi

Type: Daiginjo
Flavor: Characterized by a unique, aromatic combination of citrus, pear, and peach; it has a light, clean flavor. It goes well with a wide variety of dishes through its harmonious yet light-bodied taste.
Food Pairing: Sushi, sashimi, chicken salad, quiche, tropical fruit
Temperature: Chilled



URA-GASANRYU Koko

Type: Daiginjo
Flavor: It has a very light aroma with a fresh, succulent taste. It has a nice balance of flavor and acidity and its subtle elegance makes it an ideal choice for any occasion.
Food Pairing: Sashimi, dolmas, tabbouleh
Temperature: Chilled



Sabado Sake Brewery Co., Ltd.
1331 Gasan-cho Yamada City
Yamagata JAPAN
TEL: +81 238-29-3433
www.sakadepot.com
Distributed by JFC International Inc.
www.sakadepot.com



JUNE 26 - JULY 11, 2015

SAVE THE DATES!

North America's premier festival of Asian cinema is back with over 50 new feature films from Japan, China, Hong Kong, Korea, Taiwan, and South East Asia. Featuring guest appearances by Hong Kong megastar Aaron Kwok (Play of Cain), Japan's rising star Saito Sannosuke (Akibashiro Love Hotel) and award-winning director Takashi Miike, whose best works will be highlighted. Japanese film legends Ken Takakura and Bunta Sugawara (who sadly both passed away last November) will be the subject of the first joint tribute outside of Japan, which will feature the brand new digital transfer of the classic Battles Without Honor & Humanity - screened for the first time in North America.

AT FILM SOCIETY OF LINCOLN CENTER & VAN THIENHOU 14th EDITION

NYAFF NEW YORK ASIAN FILM FESTIVAL

 **HAnavi** PRESENTS An exclusively discounted travel plan for travelers to Japan

Japan Hotel & Air Package

LIMITED TIME ONLY!!

Up to **87% OFF!!**
...from market price

Our Hotel & Air Package is for those who:

- Have booked an international flight ticket
- Want to book a travel package excluding international flight
- Want to discover new destinations in Japan
- Want to plan their own travel
- Want to see Mt. Fuji from the sky

Why Book with Us?

- ◆ We offer the most updated prices of hotels, airfares and activities
- ◆ You can choose your hotel in Japan from our network of 1,500 hotels!
- ◆ You can find the shortest domestic travel time

51 Cities Available!

ANA provides the leading network of approximately 800 daily flights. Arrange your destinations as you like and fly between these cities with ANA.



For more information, visit

www.hisgo.com/us

Toll Free 1-888-893-6228

Website his-america.com

Mon-Fri 8:30am-6:00pm EST 800-343-9940 dgjapan@his-world.com

BEAUTIFUL BONSAI BLOSSOM IN BROOKLYN



This summer, Julian Velasco of the Brooklyn Bonsai Garden is a fine example of bonsai American style. Although well-versed in this ancient art form, he's still a young man.



Caring大师, the Juniper (Juniperus procumbens) exemplifies the poetic "Mi-koto" style of bonsai. In nature, the stately trunk of this bay tree might could be massive!



Velasco demonstrates pruning with a fine tool in the "Mi-koto sprig" style. The cutting of branches is important to maintain a stylized healthy.



Visitors to the garden can enjoy seeing the bonsai details up close — not long in the loop soil, a type of greenery growing in minute time.

If, like me, you have time to visit just one museum per month, make your destination a museum of bonsai. There, you'll get a double dose of culture for the artistry on display as a captivating combination of human creativity and natural beauty, perfected in Japan for more than a thousand years. I've always been envious about these miniature trees grown in shallow containers (bonsai = Japanese for tray, asci or plant), and was thrilled to meet Julian Velasco, curator of the C.V. Starr Bonsai Museum in Brooklyn Botanic Garden.

Purely aesthetic, bonsai have no practical purpose — not grown for fruit, or medicinal berries, or to decorate the landscape, these tiny trees are created for the delight of the viewer and the cultivator. In nature, a majestic pine might grow so big, you couldn't get your arms around it. Here, it's mind-blowing to see that same pine reduced to a size as small, you could hold the entire tree in your arm! "Shaped in an artistic way," Velasco explains, "a great bonsai has the power to draw the viewer in, expressing the beauty of age, longevity, and the grandeur of nature."

In Japan, bonsai is considered difficult to master and is usually practiced by older people who have more time to spend. Here in the U.S., "there is a broader age range practicing bonsai," Velasco says.

"The internet and social media play a huge part in this wide demographic, as does a collective hunger to bring American bonsai to the highest level. As a result, we are developing an American style of bonsai, with a feel as diverse as our great country."

For those who would like to try bonsai, Velasco has this advice: "Purchase an inexpensive, small, pre-shaped bonsai from a reputable, conscientious retailer. Select a species that can grow healthy in the space you intend to grow it in. A tropical plant such as Ficus is a good choice for a bonsai that will stay indoors all year. For those who can grow outdoors with some winter protection for dormancy, choose Elm. Sunlight, water and fertilizing are needed for healthy growth, no matter the species." But the most important engagement, he emphasizes, is love.

Their containers may be shallow, but the experience of seeing these trees is so deep as to be truly profound. "The essence of bonsai," Velasco concludes, "is a mirror itself. With an open mind and open heart, we appreciate how the bonsai expresses the wonders of nature."

—Reported by Julie Sacks

Brooklyn Bonsai Garden
brooklynbonsai.org

Japanese CROSSWORD

Moscow, Russ.	The Hippie-Club
16 W 37th St (bet. 6th & 7th Aves.)	Books
21-23rd 2023	
Quebec	Barbara Hrovats New York
1035 Broadway #208 (bet. 20th & 21st Sts.)	Books
212-295-0595	
Lower Manh.	Taikeien Calligraphy Class
21 S. Canal St (bet. Somers & Lafayette Sts.)	Books
81-83-84-85-86	
Sohn	Korean House
101 Raphael St (bet. Prince & Houston Sts.)	Books
212-688-2020	
Quebec	Helen-ka Ryukyu/Korean School
201-1A-04-05-06-07-08-09-09-10-11-12-13-14-15-16-17-18-19-19-20-21-22-23-24-25-26-27-28-29-29-30-31-32-33-34-35-36-37-38-39-39-40-41-42-43-44-45-46-47-48-49-49-50-51-52-53-54-55-56-57-58-59-59-60-61-62-63-64-65-66-67-68-69-69-70-71-72-73-74-75-76-77-78-79-79-80-81-82-83-84-85-86-87-88-89-89-90-91-92-93-94-95-96-97-98-99-99-100-101-102-103-104-105-106-107-108-109-109-110-111-112-113-114-115-116-117-118-119-119-120-121-122-123-124-125-126-127-128-129-129-130-131-132-133-134-135-136-137-138-139-139-140-141-142-143-144-145-146-147-148-149-149-150-151-152-153-154-155-156-157-158-159-159-160-161-162-163-164-165-166-167-168-169-169-170-171-172-173-174-175-176-177-178-179-179-180-181-182-183-184-185-186-187-188-189-189-190-191-192-193-194-195-196-197-198-199-199-200-201-202-203-204-205-206-207-208-209-209-210-211-212-213-214-215-216-217-218-219-219-220-221-222-223-224-225-226-227-227-228-229-229-230-231-232-233-234-235-236-237-237-238-239-239-240-241-242-243-244-245-245-246-247-248-248-249-249-250-251-252-253-254-255-256-257-257-258-259-259-260-261-262-263-264-265-266-267-267-268-269-269-270-271-272-273-274-275-275-276-277-277-278-278-279-279-280-281-282-283-284-285-285-286-287-287-288-288-289-289-290-291-292-293-294-295-295-296-297-297-298-298-299-299-300-301-302-303-304-305-305-306-307-307-308-308-309-309-310-311-312-313-314-314-315-315-316-316-317-317-318-318-319-319-320-321-322-323-324-324-325-325-326-326-327-327-328-328-329-329-330-331-332-333-334-334-335-335-336-336-337-337-338-338-339-339-340-341-342-343-343-344-344-345-345-346-346-347-347-348-348-349-349-350-351-352-353-354-354-355-355-356-356-357-357-358-358-359-359-360-361-362-363-364-364-365-365-366-366-367-367-368-368-369-369-370-371-372-373-374-374-375-375-376-376-377-377-378-378-379-379-380-381-382-383-384-384-385-385-386-386-387-387-388-388-389-389-390-391-392-393-394-394-395-395-396-396-397-397-398-398-399-399-400-401-402-403-403-404-404-405-405-406-406-407-407-408-408-409-409-410-410-411-411-412-412-413-413-414-414-415-415-416-416-417-417-418-418-419-419-420-420-421-421-422-422-423-423-424-424-425-425-426-426-427-427-428-428-429-429-430-431-432-433-433-434-434-435-435-436-436-437-437-438-438-439-439-440-441-442-442-443-443-444-444-445-445-446-446-447-447-448-448-449-449-450-451-452-453-454-454-455-455-456-456-457-457-458-458-459-459-460-461-462-463-464-464-465-465-466-466-467-467-468-468-469-469-470-471-472-473-474-474-475-475-476-476-477-477-478-478-479-479-480-481-482-483-484-484-485-485-486-486-487-487-488-488-489-489-490-491-492-493-494-494-495-495-496-496-497-497-498-498-499-499-500-501-502-503-503-504-504-505-505-506-506-507-507-508-508-509-509-510-511-512-513-514-514-515-515-516-516-517-517-518-518-519-519-520-521-522-523-524-524-525-525-526-526-527-527-528-528-529-529-530-531-532-533-533-534-534-535-535-536-536-537-537-538-538-539-539-540-541-542-543-543-544-544-545-545-546-546-547-547-548-548-549-549-550-551-552-553-553-554-554-555-555-556-556-557-557-558-558-559-559-560-561-562-563-564-564-565-565-566-566-567-567-568-568-569-569-570-571-572-573-574-574-575-575-576-576-577-577-578-578-579-579-580-581-582-583-584-584-585-585-586-586-587-587-588-588-589-589-590-591-592-593-594-594-595-595-596-596-597-597-598-598-599-599-600-601-602-603-604-605-605-606-606-607-607-608-608-609-609-610-611-612-613-614-614-615-615-616-616-617-617-618-618-619-619-620-621-622-623-624-624-625-625-626-626-627-627-628-628-629-629-630-631-632-633-633-634-634-635-635-636-636-637-637-638-638-639-639-640-641-642-643-643-644-644-645-645-646-646-647-647-648-648-649-649-650-651-652-653-653-654-654-655-655-656-656-657-657-658-658-659-659-660-661-662-663-664-664-665-665-666-666-667-667-668-668-669-669-670-671-672-673-674-674-675-675-676-676-677-677-678-678-679-679-680-681-682-683-684-684-685-685-686-686-687-687-688-688-689-689-690-691-692-693-694-694-695-695-696-696-697-697-698-698-699-699-700-701-702-703-704-704-705-705-706-706-707-707-708-708-709-709-710-711-712-713-714-714-715-715-716-716-717-717-718-718-719-719-720-721-722-723-724-724-725-725-726-726-727-727-728-728-729-729-730-731-732-733-733-734-734-735-735-736-736-737-737-738-738-739-739-740-741-742-743-743-744-744-745-745-746-746-747-747-748-748-749-749-750-751-752-753-753-754-754-755-755-756-756-757-757-758-758-759-759-760-761-762-763-764-764-765-765-766-766-767-767-768-768-769-769-770-771-772-773-774-774-775-775-776-776-777-777-778-778-779-779-780-781-782-783-784-784-785-785-786-786-787-787-788-788-789-789-790-791-792-793-794-794-795-795-796-796-797-797-798-798-799-799-800-801-802-803-804-804-805-805-806-806-807-807-808-808-809-809-810-811-812-813-814-814-815-815-816-816-817-817-818-818-819-819-820-821-822-823-824-824-825-825-826-826-827-827-828-828-829-829-830-831-832-833-833-834-834-835-835-836-836-837-837-838-838-839-839-840-841-842-843-843-844-844-845-845-846-846-847-847-848-848-849-849-850-851-852-853-853-854-854-855-855-856-856-857-857-858-858-859-859-860-861-862-863-864-864-865-865-866-866-867-867-868-868-869-869-870-871-872-873-874-874-875-875-876-876-877-877-878-878-879-879-880-881-882-883-884-884-885-885-886-886-887-887-888-888-889-889-890-891-892-893-894-894-895-895-896-896-897-897-898-898-899-899-900-901-902-903-904-904-905-905-906-906-907-907-908-908-909-909-910-911-912-913-914-914-915-915-916-916-917-917-918-918-919-919-920-921-922-923-924-924-925-925-926-926-927-927-928-928-929-929-930-931-932-933-933-934-934-935-935-936-936-937-937-938-938-939-939-940-941-942-943-943-944-944-945-945-946-946-947-947-948-948-949-949-950-951-952-953-953-954-954-955-955-956-956-957-957-958-958-959-959-960-961-962-963-964-964-965-965-966-966-967-967-968-968-969-969-970-971-972-973-974-974-975-975-976-976-977-977-978-978-979-979-980-981-982-983-984-984-985-985-986-986-987-987-988-988-989-989-990-991-992-993-994-994-995-995-996-996-997-997-998-998-999-999-1000-1001-1002-1003-1004-1004-1005-1005-1006-1006-1007-1007-1008-1008-1009-1009-1010-1011-1012-1013-1013-1014-1014-1015-1015-1016-1016-1017-1017-1018-1018-1019-1019-1020-1021-1022-1023-1024-1024-1025-1025-1026-1026-1027-1027-1028-1028-1029-1029-1030-1031-1032-1033-1033-1034-1034-1035-1035-1036-1036-1037-1037-1038-1038-1039-1039-1040-1041-1042-1043-1043-1044-1044-1045-1045-1046-1046-1047-1047-1048-1048-1049-1049-1050-1051-1052-1053-1053-1054-1054-1055-1055-1056-1056-1057-1057-1058-1058-1059-1059-1060-1061-1062-1063-1064-1064-1065-1065-1066-1066-1067-1067-1068-1068-1069-1069-1070-1071-1072-1073-1074-1074-1075-1075-1076-1076-1077-1077-1078-1078-1079-1079-1080-1081-1082-1083-1084-1084-1085-1085-1086-1086-1087-1087-1088-1088-1089-1089-1090-1091-1092-1093-1094-1094-1095-1095-1096-1096-1097-1097-1098-1098-1099-1099-1100-1101-1102-1103-1104-1104-1105-1105-1106-1106-1107-1107-1108-1108-1109-1109-1110-1111-1112-1113-1114-1114-1115-1115-1116-1116-1117-1117-1118-1118-1119-1119-1120-1121-1122-1123-1124-1124-1125-1125-1126-1126-1127-1127-1128-1128-1129-1129-1130-1131-1132-1133-1133-1134-1134-1135-1135-1136-1136-1137-1137-1138-1138-1139-1139-1140-1141-1142-1143-1143-1144-1144-1145-1145-1146-1146-1147-1147-1148-1148-1149-1149-1150-1151-1152-1153-1153-1154-1154-1155-1155-1156-1156-1157-1157-1158-1158-1159-1159-1160-1161-1162-1163-1164-1164-1165-1165-1166-1166-1167-1167-1168-1168-1169-1169-1170-1171-1172-1173-1174-1174-1175-1175-1176-1176-1177-1177-1178-1178-1179-1179-1180-1181-1182-1183-1184-1184-1185-1185-1186-1186-1187-1187-1188-1188-1189-1189-1190-1191-1192-1193-1194-1194-1195-1195-1196-1196-1197-1197-1198-1198-1199-1199-1200-1201-1202-1203-1204-1204-1205-1205-1206-1206-1207-1207-1208-1208-1209-1209-1210-1211-1212-1213-1214-1214-1215-1215-1216-1216-1217-1217-1218-1218-1219-1219-1220-1221-1222-1223-1224-1224-1225-1225-1226-1226-1227-1227-1228-1228-1229-1229-1230-1231-1232-1233-1233-1234-1234-1235-1235-1236-1236-1237-1237-1238-1238-1239-1239-1240-1241-1242-1243-1243-1244-1244-1245-1245-1246-1246-1247-1247-1248-1248-1249-1249-1250-1251-1252-1253-1253-1254-1254-1255-1255-1256-1256-1257-1257-1258-1258-1259-1259-1260-1261-1262-1263-1263-1264-1264-1265-1265-1266-1266-1267-1267-1268-1268-1269-1269-1270-1271-1272-1273-1273-1274-1274-1275-1275-1276-1276-1277-1277-1278-1278-1279-1279-1280-1281-1282-1283-1283-1284-1284-1285-1285-1286-1286-1287-1287-1288-1288-1289-1289-1290-1291-1292-1293-1293-1294-1294-1295-1295-1296-1296-1297-1297-1298-1298-1299-1299-1300-1301-1302-1303-1303-1304-1304-1305-1305-1306-1306-1307-1307-1308-1308-1309-1309-1310-1311-1312-1313-1313-1314-1314-1315-1315-1316-1316-1317-1317-1318-1318-1319-1319-1320-1321-1322-1323-1323-1324-1324-1325-1325-1326-1326-1327-1327-1328-1328-1329-1329-1330-1331-1332-1333-1333-1334-1334-1335-1335-1336-1336-1337-1337-1338-1338-1339-1339-1340-1341-1342-1343-1343-1344-1344-1345-1345-1346-1346-1347-1347-1348-1348-1349-1349-1350-1351-1352-1353-1353-1354-1354-1355-1355-1356-1356-1357-1357-1358-1358-1359-1359-1360-1361-1362-1363-1363-1364-1364-1365-1365-1366-1366-1367-1367-1368-1368-1369-1369-1370-1371-1372-1373-1373-1374-1374-1375-1375-1376-1376-1377-1377-1378-1378-1379-1379-1380-1381-1382-1383-1383-1384-1384-1385-1385-1386-1386-1387-1387-1388-1388-1389-1389-1390-1391-1392-1393-1393-1394-1394-1395-1395-1396-1396-1397-1397-1398-1398-1399-1399-1400-1401-1402-1403-1403-1404-1404-1405-1405-1406-1406-1407-1407-1408-1408-1409-1409-1410-1411-1412-1413-1413-1414-1414-1415-1415-1416-1416-1417-1417-1418-1418-1419-1419-1420-1421-1422-1423-1423-1424-1424-1425-1425-1426-1426-1427-1427-1428-1428-1429-1429-1430-1431-1432-1433-1433-1434-1434-1435-1435-1436-1436-1437-1437-1438-1438-1439-1439-1440-1441-1442-1443-1443-1444-1444-1445-1445-1446-1446-1447-1447-1448-1448-1449-1449-1450-1451-1452-1453-1453-1454-1454-1455-1455-1456-1456-1457-1457-1458-1458-1459-1459-1460-1461-1462-1463-1463-1464-1464-1465-1465-1466-1466-1467-1467-1468-1468-1469-1469-1470-1471-1472-1473-1473-1474-1474-1475-1475-1476-1476-1477-1477-1478-1478-1479-1479-1480-1481-1482-1483-1483-1484-1484-1485-1485-1486-1486-1487-1487-1488-1488-1489-1489-1490-1491-1492-1493-1493-1494-1494-1495-1495-1496-1496-1497-1497-1498-1498-1499-1499-1500-1501-1502-1503-1503-1504-1504-1505-1505-1506-1506-1507-1507-1508-1508-1509-1509-1510-1511-1512-1513-1513-1514-1514-1515-1515-1516-1516-1517-1517-1518-1518-1519-1519-1520-1521-1522-1523-1523-1524-1524-1525-1525-1526-1526-1527-1527-1528-1528-1529-1529-1530-1531-1532-1533-1533-1534-1534-1535-1535-1536-1536-1537-1537-1538-1538-1539-1539-1540-1541-1542-1543-1543-1544-1544-1545-1545-1546-1546-1547-1547-1548-1548-1549-1549-1550-1551-1552-1553-1553-1554-1554-1555-1555-1556-1556-1557-1557-1558-1558-1559-1559-1560-1561-1562-1563-1563-1564-1564-1565-1565-1566-1566-1567-1567-1568-1568-1569-1569-1570-1571-1572-1573-1573-1574-1574-1575-1575-1576-1576-1577-1577-1578-1578-1579-1579-1580-1581-1582-1583-1583-1584-1584-1585-1585-1586-1586-1587-1587-1588-1588-1589-1589-1590-1591-1592-1593-1593-1594-1594-1595-1595-1596-1596-1597-1597-1598-1598-1599-1599-15100-15101-15102-15103-15103-15104-15104-15105-15105-15106-15106-15107-15107-15108-15108-15109-15109-15110-15110-15111-15111-15112-15112-15113-15113-15114-15114-15115-15115-15116-15116-15117-15117-15118-15118-15119-15119-15120-15120-15121-15121-15122-15122-15123-15123-15124-15124-15125-15125-15126-15126-15127-15127-15128-15128-15129-15129-15130-15130-15131-15131-15132-15132-15133-15133-15134-15134-15135-15135-15136-15136-15137-15137-15138-15138-15139-15139-15140-15140-15141-15141-15142-15142-15143-15143-15144-15144-15145-15145-15146-15146-15147-15147-15148-15148-15149-15149-15150-15150-15151-15151-15152-15152-15153-15153-15154-15154-15155-15155-15156-15156-15157-15157-15158-15158-15159-15159-15160-15160-15161-15161-15162-15162-15163-15163-15164-15164-15165-15165-15166-15166-15	

Entertainment / Leisure

Exhibition

Through May 30

George Herms & Photography

The Lower East Side Preservation Initiative

Beginning May 3, four photographs by George Herms will be on exhibition as part of the Lower East Side History Month and in celebration of the 50th Anniversary of the NYC Landmarks Law. The show will be in conjunction with the works of five photographers that have also done extensive creative documentation of the East Village. A limited number of copies of the publication "East Village: Lower East Side" may also be available at the opening. Address: The Elements Store (607A Bedford and Houston) Ground Floor, 107 Bedford St., New York, NY 10002.



Through May 31

Julia's Exhibition "Strange and Beautiful"

ShapeShift Lab

Sergen Lee (from South Korea) and Shoko Oshiro (from Japan) are having a joint exhibition – "Strange and Beautiful" – which is now open to the public at the ShapeShift Lab in Brooklyn. This exhibition explores perspectives on how the world is structured through Oshiro's and Lee's work. Oshiro has been boasting between photo-realistic and abstractive images, while coupling formal cassowary characters and knowns to create his portfolio. Oshiro influenced by cut and paste and his sampling of Hip Hop culture. He integrates viewers into a hyper realistic dream world with his work. Lee lived in Japan for 10 years before moving to the U.S. Taking objective views on past/Mono World/South Korea and Japan under the influence of U.S.

governments. He generates the strategy behind his works. He explores his unique vision through paintings, sculptures, music and video works.

Address: 17 Bedford St., Brooklyn, NY 11235
Tel: 212.401.2073-2047
www.shapeShiftLab.com

Performance

June 21

Kobiki Dance and Sankyoza Music—Sakura Series No. 52

Sankyoza Re

Through the performances of the Kobiki Dance, Shogakukanza and the classical Sankyoza music, Kiyomatsu Sakurazaka No. 52 will explore the life of samurai (gray girl) and shizukyo (shozenmeidou) entertainers, described as the problem and pillars personified a social role in Japanese history. Originally a Noh play adopted by a Kobiki dance, Shogakukanza narrates an episode about a party/mixing Shogakukanza and a commoner/festivalgoer while Asakusaburi is about the arrangement of entertainers. Invited: Teatr Cultural Institute

Event Feature

June 20

Premium Sake & Shochu Tasting Event
Whometac Asian Foods, Inc.

The 8th annual New York Premium Sake and Shochu tasting event will host close to 25 different Japanese sake and shochu companies as well as 15 different food companies. This year's tasting will feature sake and shochu that have been popular year after year, the all-stars of sake and shochu. Attenders will be shown

434 W. 13th St. (bet. 5th & 6th Aves.), New York, NY 10011
Tel: 212.637.4238
www.sakepluscheese.net

Event

June 12-22

Japanese Gourmet Fair

Katagiri

New York's oldest Japanese grocery store, Katagiri will host a Japanese Gourmet Fair from June 12 to 22 at their Midtown East location. During this period of time, customers can enjoy a variety of Japanese gourmet items. On the 12th and 13th, a sashimi market, Sashimido, will provide free samples of original sashimi (between the 11th and 12th). With approximately 100 exhibitors, food and drink stalls by a dozen major Japanese Hokkaido will be on sale. Also, there will be a Ramen/Street vendor sample sale by Sakenosaku Kurasu, Inc. on the 18th and 19th.

Address: 254 E. 38th St. (bet. 2nd & 3rd Aves.)
New York, NY 10017
Tel: 212.255.3344 / www.katagiri.com

which Japanese sake and shochu pair best with what foods, and some great shochu cocktail recipes will be showcased. A Japanese sake tasting dinner is also scheduled, among other exciting pieces!

Whometac invites all leaders of the food and drink industry in New York, along with restaurant owners, buyers, beverage directors, liquor stores and catering companies to join us for this special event. This is a free event (no charge). Invitations: Only, so please RSVP no later than June 10th. Must be 21 years of age or over; no children will be allowed at this event.

Address: 230 5th Ave. (btw 20th & 21st) New York, NY 10001
Tel: 212.804.9007 / www.whometac.com

June 1-30**Street Potatos (Ghoulie Spread)****Kousyu Jyoco, Noodle Cafe Zen**

Casual ramen-style restaurant, Noodle Cafe Zen will offer Kousyu Kara Jyuken potato shoyu during the month of June. Using the chef's original production method, the shoyu slightly cooks in the umami and flavor of instant potato. Its profundity and inventiveness linger in each mouth and bear elegancy. Those who order a variety of ramen dishes enjoy a glass of Kousyu Kara for \$5.75 (avg. \$10).
Location: 30 St Marks Pl., 2nd Fl. & 2nd Street, New York, NY 10003
Tel: 212-533-1658 / www.kousyujyoco.com

June 29-29**Enjoy Soiree and Flavors of Kaiseki Night****Nishiki Shokudo / Nishiki Shokudo**

From June 29 to 29, Matsuya's newest ramen restaurant, Nishiki Shokudo, will host Kaiseki Night. Customers will order any meal of ramen can enjoy Kaiseki Shokudo ramen (unseasoned fresh ramen) for \$10 (avg. \$25). Also, there will be a raffle offered to anyone who orders Fugugetsu, providing a chance to win Kaiseki's unique goods. Fugugetsu has a rich, full-bodied flavor with a refreshing clean finish. Nishiki Shokudo will also introduce their brand new menu "Gold Gassanmaki Ramen" during the event.
Location: 202-1 49th St., 2nd Fl. & 2nd Avenue, New York, NY 10037
Tel: 212-269-8777



information and more. Star Kids can't just sit around. Their company values "Rock Fastness" - safe, comfortable and durable clothing with high functionality that can keep up with ever-growing kids. For Memorial Day Weekend, chopsticks workers can use the code HARPPYMEMORIALDAY at checkout to receive 30% off everything in their cart! Available online and in-store.

Locstar (Upper West Side location)
470 Columbus Ave., New York, NY 10024
Tel: 212-504-3415

(Takeshi location)

375 Greenwich St., New York, NY 10036
Tel: 212-547-0800

(SoHo location)

73 W. Houston St., New York, NY 10012
Tel: 212-377-3564
www.chopsticksonline.com

\$50 Off Promotion Try New Hair Cut by Coco Benefit**Julien Farel Film Release**

Luxury hair salon by French celebrity hair stylist, Julien Farel is now offering discounts for those requesting a haircut with Japanese stylist and colorist Coco Sasaki. She specializes in dry cut, cut, and create, styles that can be a style set and manageable. Until the end of June her haircut is refined at \$100 (avg. \$160). Also offered at the same time is blow dry with treatment for \$50 (avg. \$100). To receive the promotion mention Chopsticks NY when making an appointment. CallJulien or Coco directly. Coco also does wedding/event hair styling and night/weekend cut.



Customer Offer
100 3rd Ave., 1st Fl. 3rd Fl., New York, NY 10016
Tel: 212-643-8700 / 212-649-0490
www.julienfarel.com / www.julienfarel.com

is a salons located in Japan and New York.
Address: 209 E. 33rd St. (bet. 2nd & 3rd Aves.), New York, NY 10022
Tel: 212-459-0630 / www.julienfarel.com

Free Brightening Kit for 100 Customers**Sonstar America, Inc.**

Sonstar America, Inc. introduced their new skincare collection called Rebalance to the U.S. last summer. Their collection consists of six products, including skincare and supplement menu. The brand's brightening formulas are made from balanced herbal ingredients and technology that minimizes the appearance of dark spots and skin-discoloration. Until June 30, Sonstar is giving away its new day mask kit to 100 lucky people who sign up for their newsletter (from the official website below). Don't forget to enter the sign-up code CHNSYS www.sonstaramerica.com

\$50 Off for New Customers**Silkin Wave**

Reopening after renovations in spring 2014 Japanese hair salon, Silkin Wave, is offering special deals until July 31. First time customers who receive any service over \$100 can get \$50 off. All of the salon's stylists have over 10 years experience and are well known for their coloring techniques, such as their unique highlight option.
Location: 102 2nd Ave., 1st Fl., New York, NY 10022
Tel: 212-635-3399 / www.silkinwave.com

\$50 Off for New Customers**Yoko's Hair & Nail Salon**

Upstate Japanese style nail and spa, Yoko Beauty Spa, and hair salon, Hairits New York, have merged businesses thus intends to to come one total beauty spa, Yoko Hair & Nail Salon. To celebrate its opening, the beauty salon is offering all its services for 30% off to new customers who receive my services by July 31. Mention

Happenings

Children's Wear Memorial Weekend Sale**Brit a'Kits**

Founded in 1989 in Tokyo, Japan, Brit a'Kits provides the highest quality children's clothes at reasonable prices. Full of funky accessories, great clothes, tableware, parenting

Chopsticks NY (www.chopsticks-nyc.com) appointment
Jennifer, 41 E. 58th St., 2nd Flr. & Madison Ave., 2nd Flr.,
New York, NY 10022
Tel: 212.878.4000 / www.chopsticks-nyc.com

Special Stress Release Package

At Holistic Center

The Holistic Center focuses on holistic therapy treatments, Japanese acupuncture and shiatsu massages created for relieving stress and pain. Until June 30, The Holistic Center at their convenient Midtown Manhattan location is offering their Stress Release Special Package for \$119 (Reg. \$220), included is a 30-minute Swedish sauna, 60 minute full body massage, and 30 minute acupuncture.

Address: 22 E. 48th St. (bet Madison & 5th Aves.), 2nd Fl.
New York, NY 10017
Tel: 212.549.3800 / www.holisticcenter.com

Free Skincare GWP Set Promotion

Dr. Ci-Labi USA



Dr. Ci-Labi is the leading doctor-scientist brand in Japan continuously researching cutting edge dermatology and striving to provide the best skin care products in the world so that people can live

their lives with confidence while looking their youngest everyday. Those making a purchase of over \$149 at Dr. Ci-Labi's online shop can win this special Chopsticks NY promotion code: B6TfJL to download for a free gift set! This awesome set includes Dr. Ci-Labi's Hydrating Gel C, Hyaluronic Serum D2, Facial Cleansing Lotion D2, and Aqua-In-Derm Super Emulsion. Phone code only valid until June 30: www.ci-labi.com

\$50 Triple Vitamin C Facial Special

Spa Karen NY

Spa Karen NY is dedicated to providing stress relief and skin renewal services tailored to each individual's needs. They offer an array of facials and shoulder & deep-tissue massages meant to heal fatigue, renew and refresh you. Until June 30, Spa Karen NY is offering a Triple Vitamin C Facial for \$50 (Reg. \$75) to customers.



lets them discover Chopsticks NY. Their treatment regimen for fighting saggy skin, improving collagen composition, and preventing wrinkles and open pores from occurring. **Address:** 154-49 46th St. (bet 5th & 6th Aves.), 10th Fl.
New York, NY 10036 / Tel: 212.729.2331
www.chopsticks-nyc.com / facebook.com/ChopsticksNY

15% OFF All Kitchen Knives

Saints New York

Saints New York, carrying more than 100 different kinds of kitchenware, offers 15% off all kitchen knives from June 1 through 30. The knives on sale include high-grade brand, Zwilling. Since its foundation in 2000, Saints New York has offered high-quality Japanese knives, kitchen and home products for both professional chefs and restaurant owners as well as home users. **Address:** 473A 20th St., Long Island City, NY 11101
Tel: 718.453.5403 / saints-newyork.com

\$16.99 for New Customers

Be-in Series Center

Be-in Series Center offers Sauna Shiatsu as "bioga-pressure" techniques to cure body aches. Master Novemba Saubu will help remove energy blockages and healing power in your body. The all natural treatments are based on the thousand year old practice of sauna and spa. And it has gained to cure pain without surgery. The four-hour treatment usually costs \$200, and new clients receive a \$50 discount for their first visit until the end of July. **Address:** Chopsticks NY when making an appointment
Location: 473A 20th St., 2nd Avenue & 2nd Ave., 10th Fl.
New York, NY 10036
www.beinseries.com



+

=

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

+

=

*

-

*

</

NEW
RELEASE!



Herbal O2 Series

Herbal O2 Series by Dr.Ci:Labo will relieve dry and rough skin with the power of enzymes and natural herbal essences.



Herbal Cleansing Lotion O2
5.07 fl. oz./150 mL \$20.00

Herbal Gel O2
2.02 fl. oz./60g \$29.00

Herbal Serum O2
1.02 fl. oz./30mL \$42.00
1.29 fl. oz./380 mL \$72.00

Receive a free gift when you make an online purchase of over \$140

Coupon Code : AXDTR

Valid Thru 6/30/2015

Gifts

•Herbal Gel O2 (10g/0.35 oz.)

•Herbal Serum O2 (25mL/0.84 fl. oz.)

•Herbal Cleansing Lotion O2 (15mL/0.50 fl. oz.)

•Aqua-In-Derm Super Foamer (Bstl/0.27 fl. oz.)

*Cannot be combined with any other coupon.

*Coupon code shown above is only while supplies last.

*Gift with purchase will be added to your order with total applicable amount after using coupon.

*Coupon code shown above is only while supplies last.

www.cilabousa.com/account

To sign up, access our official website



NOW AVAILABLE IN

NEW 20.3 oz. BOTTLE



SAPPORO | Extraordinary Beer

ENJOY THE CRISP, CLEAN TASTE
INHERITED FROM **SAPPORO PREMIUM**

PLEASE SHARE SAPPORO RESPONSIBLY | ©2015 SAPPORO U.S.A. INC. NEW YORK NY SAPPOROUSA.COM